**Investor Fact Sheet**  
**C*ompany Name***

**Contact name and title Phone number**

**Address Email address**

**City, State, Zip Website**

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**Business Description:** *Brief description of your business- legal structure, when formed, why the business was started and etc.*

**Management Team:***Name and titles*

**Industry:**

**Key Advisors/Board Members:**

**Number of Employees:**

*FT, PT and projected*

**Bank:**

**Law Firm(s):**

**Amount of Financing Sought:**

*i.e. $2M equity*

**Current Investors***: Total amount of equity investment, name of investor and % of ownership*

**Use of Funds:** *i.e. Product development, marketing/sales, distribution, etc…*

**Problem/Solution:** *Discuss the key pains in the industry and quantify how big they are (time, $$, etc.). What is your solution?*

**Products/Services:** *Describe your products and/or services. How does your product or service solve the pain identified above? Describe your value propositions.*

**Competitive Advantage:** *Identify your competitive advantage(s) - do you have strong know-how, an expansive network, high switching costs, long-term contracts, is there a steep learning curve? IP is helpful here, but usually not sufficient. What creates barriers to entry for competitors?*

**Markets/Market Opportunity:** *The pain in the market should translate into a market opportunity. Provide a clear description of your target market and any market segments that may exist within that market. Include potential market size and growth rate.*

**Competition:** *Briefly describe the competitive outlook and dynamics relevant to the market in which you will operate. Identify any current or potential direct and indirect competition.*

**Business Model and Distribution Channels:** *How does the business make money? How will you sell and price your product (subscription, license, recurring revenue, etc.). Indicate which channels will be used to deliver your products/service to your target markets (i.e. website, direct sales force, VARs, channel partners, etc.).*

**Revenues: Historical Projected**

**2012 2013 2014 2015 2016 2017**

**Income: $ $ $ $ $ $**

**Net Profit $ $ $ $ $ $**

**($ in thousands)**