

Short Pitch Template

ABC is a company that offers...	Describe service or product category
For...	Describe target market or customer
Who need or want...	Describe the problem you solve for this market and the most compelling reason that people will buy your product or service.
ABC is a company that has...	List the strongest company attributes <i>(e.g. a strong management team, history of success in other ventures, a patented technology, an innovative approach, etc.)</i>
We provide...	Value proposition/ Key benefit of your product or service
Unlike...	Differentiating factors from competitors in your product category. <i>(The status quo can be a competitor so everyone should list something here.)</i>
We are seeking investment of...	List target amount
In the form of...	Specify debt, equity or both.
To be repaid by... In/over __ years.	List exit or repayment strategy <i>(e.g. Repayment is expected over a term of X years, through a dividend strategy, etc.)</i>