

**Your Startup Name**

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**Business Summary**

- Describe your company’s purpose or mission.
- Describe your company’s overall strategy and objectives

**Contact Person & Cell Phone:**

**Customer Problem**

- Describe the problem your product or service solves.
- Describe why customers will pay for your product or service.

**Website:**

**Product/Services**

- Describe important features and benefits of your product/service.
- Describe the company’s intellectual property position (*i.e.*, trademarks, patents, copyrights, trade secrets, special production skills, proprietary know-how, etc.).
- Discuss environmental or regulatory issues the company may face; how they will be addressed.

**Address/Phone:**

**Target Market**

- Describe the addressable market(s) in which you intend to compete. Include total market size, projected growth, and key trends.

**Corporate Directors (if any):**

**Customers**

- Describe the profile of your customer base.

**Sales/Marketing Strategy**

- Describe your market strategy.
- Describe how you intend to capture market share.
- Describe what % of the market you intend to capture.
- Describe your channels of distribution.

**Corporate Advisors (if any):**

**Business Model**

- Describe how you intend to generate revenue.
- What is your current and projected burn rate?

**Capital Received and Source(s):**

**Competitors (*do not state that you have no competition*):**

- Describe the competition, *i.e.*, Who are your most significant competitors? What % of the market do they control?
- Compare your product to those of your competition in terms of price, quality, market position, etc. Why is your company stronger?

**Capital Seeking \*:**

**Use(s) of funding:**

**Competitive Advantage**

- Describe your company’s unique capabilities. What makes your company different?
- Describe your company’s special, sustainable, competitive advantage(s).

**\* Please do not include a suggested company valuation**

**Management Team**

- Background, experience, education, past performance, start-up history, investors, etc.
- Why is your team the right team for this venture? Do you need to make any key hires?

**Energy Forum ONLY:  
Category (check one)**

- \_\_\_ Traditional (Oil & Gas, Coal)
- \_\_\_ Alternative / Renewable
- \_\_\_ Electricity / Efficiency
- \_\_\_ Other (Specify: \_\_\_\_\_)

**Goals**

- What is your company seeking at the Forum? (seed or later-stage funding, strategic partners, customers, advisors, industry contacts, etc.)

Financials (\$0 US)	2016	2017	2018 (projected)	2019 (projected)	2020 (projected)
Revenues					
Expenditures					
Net					