

**[Product / Service Name]**  
**[Company Name]**

[What are you looking for? (eg. What amount of money, partners, or team?)]

[Contact Person Name, Email, Website]

# [Product / Service Name]



## Tips

- Product / Service Description
- Intended Benefits
- Proof of concept (if any)
- Intellectual Property (if any)

# Market Opportunity

## Tips

- Target customers (what is use case of product/service?)
- Market Size (how big is the potential?), don't forget to **Reference** (where the information comes from)
- Go to Market Strategy (what's your plan to gain market share?)

# Market Pain



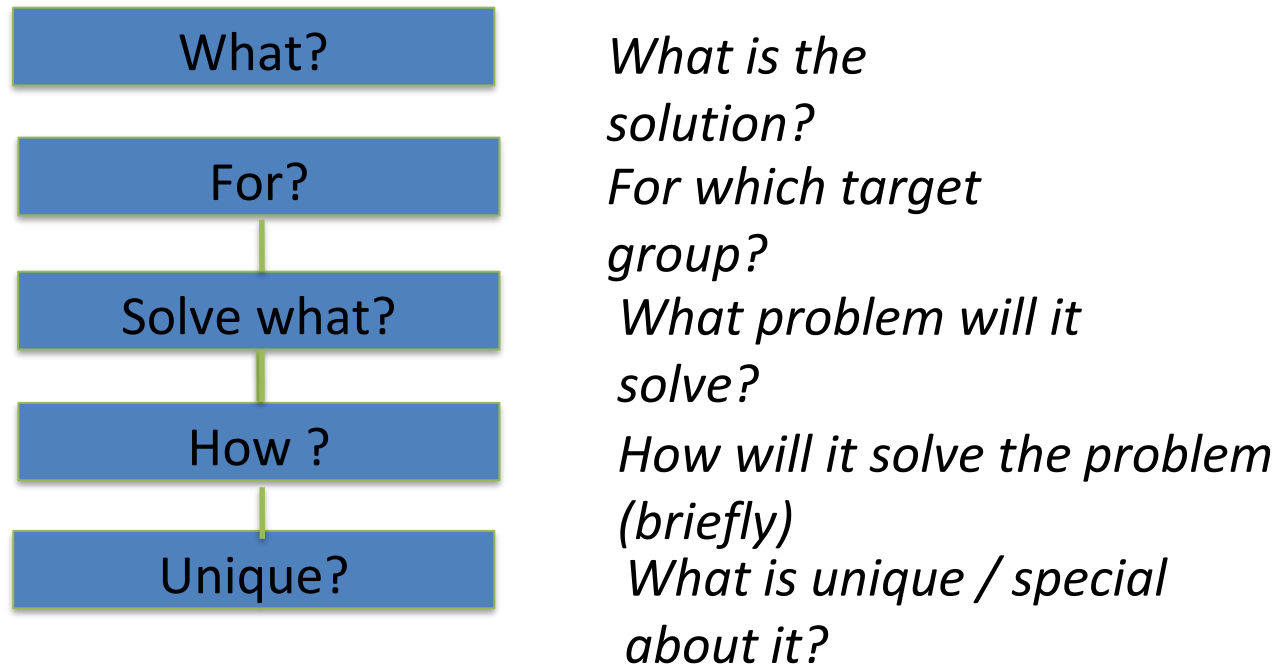
## Tips:

- Show us!! The market has evolved and the current solutions don't fulfill/solve the clients current **BIG needs/problems**.
- Problem **size and frequency** in Thailand, Asia, and global.
- Clearly show us with evidence and **reference, don't just say it**.
- Why has **no one** been able solved this problem yet?
- What advantages do you have to solve this problem and how do you maintain this **unfair advantage**?

# Solution

## Tips

- Show prototype / image / screenshots / proof?
- What is your value proposition to your client?



# Plan and Milestones

## Tips

- Convince us with **your vision**, not just what you currently have or are.
- Show us **short plan (6 months)** and **long plan (3 years)**
- The plan should include '**product** development plan' and '**business strategy** plan'.
- What are some **major milestone** reached so far?

# Management Team

## Tips

- Show us **team member** with education / experience / past success or failure
- Show us your **advisors / investors**
- Convince us “**you are the right team who can deliver the commitment because .....**”

# Validations / Traction

## Tips

- Key Performance Indications (KPIs)
- Highlight press, partnerships, awards etc. publicity.
- Customer success stories and/or testimonials



# Finance

## Tips

- Revenue Model – How are you going to make money?
- Sales / Revenue Projection (in chart or table format)
- NPV / IRR for Investor
- Other financial data

# Sustainability

## Tips

- How the venture has holistically internalised sustainability principles both strategically and in practice.
- Note: Sustainability is defined by many as the balance of the below concerns
  - Environmental
  - Social
  - Economic