STARTUP LOGO

Statement of your project

Team's name, Date

OPPORTUNITY

There is an important customer problem to tackle

People want to…
But they cannot because...

Issue #1
Issue #2
Issue #3

OPPORTUNITY

This problem concerns 15 Million people

Location | Customer profile | Main Obstacles | Market size in M$

CUSTOMER CONTEXT — Devices, infrastructure, constraints

OPPORTUNITY

This is only possible now because...

Market Trend

DEMAND/USAGE FOR ... IS XX % GROWING EVERY YEAR

According to McKinsey "Africa market overview 2019"

Competition

VALUE

Our promise

With paypal,
transfer money instantly, tax free

SOLUTION SMS PAYMENT NO MINIMUM $ 10 COUNTRIES

VALUE

We will make the difference because ...

CUSTOMER BENEFIT 1
Increase…

CUSTOMER BENEFIT 2
Decrease…

CUSTOMER BENEFIT 3
Save...

EXPERIENCE

How it works: a simple 3 steps process

Step 1
User action

Step 2
User action

Step 3
User action

EXPERIENCE

Key features & results

API FEATURES

Open source databases
Automated Process
Real time monitoring

HOW MUCH OUR SOLUTION WILL PERFORM

+ XX % accuracy (market standard = XX%)
- XX % time to …
- XX $ saved

PARTNERSHIP WITH COMPANY IN ORDER TO ….

GO TO MARKET

Acquisition strategy

We are going to acquire our first customers……
……..
……
……
……..

CHANNEL LOCAL NETWORKS ROADSHOW

PARTNERSHIPS OECD MAGAZINE XXXXX

COST OF ACQUISITION : XXX $ PER CUSTOMER

GO TO MARKET

Business model

REVENUE MODEL (COMMISSION/GROSS MARGIN…)

150 K → 20$ → 3 M$

NUMBER OF CUSTOMERS IN THE NEXT 3 YEARS | REVENUE PER CUSTOMER 10% / 200$ AVG PURCHASE | EXPECTED REVENUE IN THE NEXT 3 YEARS

GO TO MARKET

Roadmap for the next 3 months

	MONTH 1	MONTH 2	MONTH 3
SALES			
PRODUCT			

TEAM

We can tackle this challenge because...

Short bio on each cofounder.
Highlight relevant previous experience + areas of ownership in the current project. You can also add your advisors.