

# App Name

Founder name (s)

[Your logo]

# VISION

Something empowering...keep it short and sweet.

# VALIDATION

How have you validated the concept? Surveys, research, etc. share statistics. Be clear. Don't overwhelm.

# THE PROBLEM

Define what the problem is. Who's experiencing the problem. Why is it a concern.

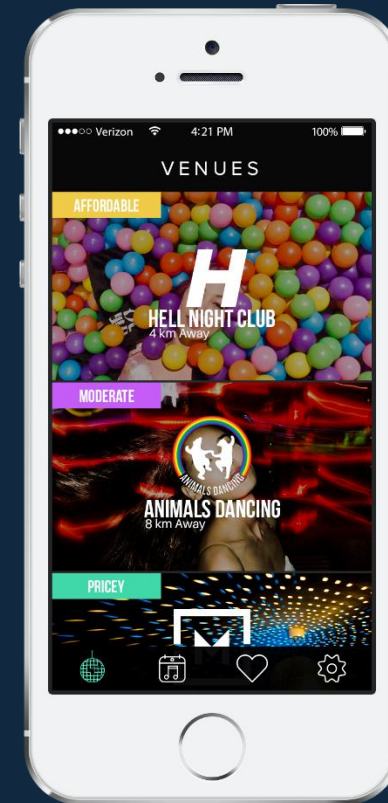
Based on who's experiencing the problem, can you define how big the market is? What's the scale of this opportunity?

[Your logo]

# THE SOLUTION

How your app will solve the problem...

- Bullet points
- are great for
- communicating
- important information...



# REVENUE MODEL

## Monetization Strategies

- a. Revenue stream #1
- b. Revenue stream #2
- c. Future revenue stream #1 (optional)
- d. Future revenue stream #2 (optional)

# MARKETING STRATEGY

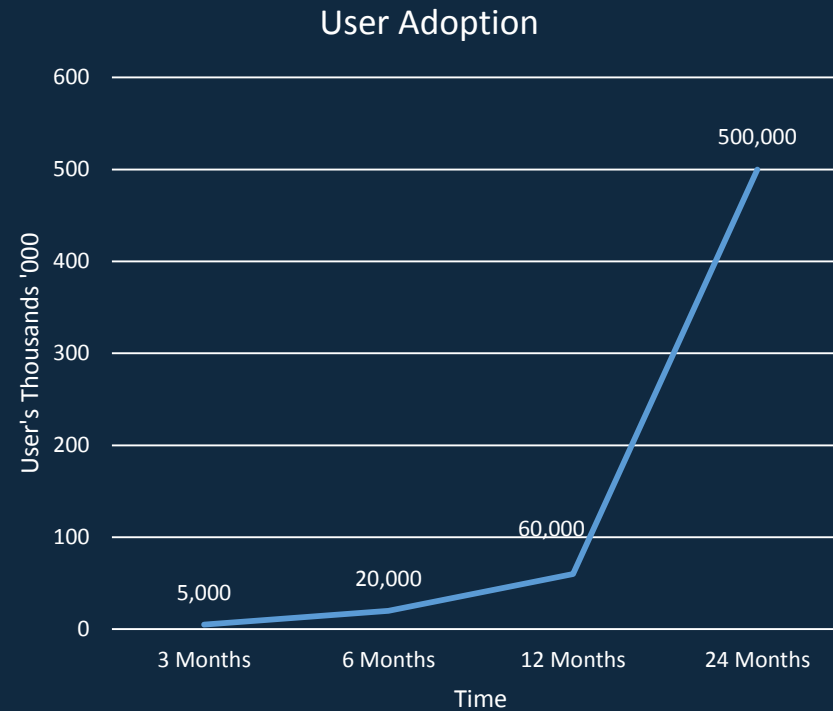
How we will target End-Users:

- Tactic #1
- Tactic #2

[It's important to provide some context around these strategies to help the investors understand why this tactic has been chosen, and why it will work.]

# PROJECTED GROWTH

Charts are great for sharing information in a visual way.



\* All figures are estimates only



# COMPETITION

Competitor #1	Competitor #2	Competitor #3
<ul style="list-style-type: none"><li>• What they do well...</li><li>• And what they don't do well...</li></ul>	<ul style="list-style-type: none"><li>• This chart is designed...</li><li>• To show investors...</li></ul>	<ul style="list-style-type: none"><li>• Where the gap in the market is.</li></ul>

# TEAM

The key roles for the development and success of the project

ROLE (e.g. Operations) Name of person	ROLE (e.g. Marketing/Finance) Name of person	ROLE (e.g. Technical) Name of person
<ul style="list-style-type: none"><li>• Testing</li><li>• Financial Management</li><li>• Operations</li></ul>	<ul style="list-style-type: none"><li>• Market Research</li><li>• Sales</li><li>• Marketing</li></ul>	<ul style="list-style-type: none"><li>• Product Development</li><li>• Product Design</li><li>• Branding</li><li>• Feel free to put Buzinga in here</li></ul>

# MASTER PLAN

Share the plan with your potential investors. Show them how you intend to execute on the project. Get their input. *The below are only examples.*

NOW - 12 MONTHS	12 MONTHS – 18 MONTHS	18 MONTHS – 24 MONTHS
<ul style="list-style-type: none"><li>• Raise Investment</li><li>• Develop Product (Version 1)</li><li>• Test/Soft Launch</li><li>• Sales/Marketing activities</li><li>• Launch to Public (Adelaide)</li><li>• Analyse Data</li><li>• Create Benchmarks</li></ul>	<ul style="list-style-type: none"><li>• Expand to Sydney &amp; Melbourne</li><li>• Repeat Initial Steps</li></ul>	<ul style="list-style-type: none"><li>• Expand to the US</li><li>• New York City (First US City)</li><li>• Repeat Initial Steps</li></ul>

## Initial Costs

Our estimates for the required investment will include:

- Development Cost: \$\_\_\_\_
- Ongoing development: \$\_\_\_\_
- Hosting: estimated - \$\_\_\_\_ p/month
- Marketing Cost: \$\_\_\_\_
- Legals: \$\_\_\_\_
- Salaries: \$\_\_\_\_
- (anything else)

# Seeking Investors

We would recommend speaking with a financial advisor if you need:

- Information regarding financing requirements
- Information regarding equity splits
- Information memorandum
- To refine 'the offer'
- Profit and loss projections
- Etc.