|  |  |
| --- | --- |
| LOGO Website  Name and Title  email | phone number  PA Address |  |

# Business Overview

## Business mission and revenue model.

## Technology/Solution

## Key product features and competitive advantages.

## Sales and marketing efforts

## Differentiation

## Risks with Mitigants

# Traction

## Key customers

## Revenue-to-date, Company ARR, & Size of user base

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 2016 Actual | 2017  YTD | 2017 Projected | 2018 Projected | 2019 Projected |
| Revenue |  |  |  |  |  |
| % chg |  |  |  |  |  |
| COGS |  |  |  |  |  |
| Gross Margin |  |  |  |  |  |
| Expenses |  |  |  |  |  |
| EBIT |  |  |  |  |  |
| % chg |  |  |  |  |  |
|  |  |  |  |  |  |
| Capital Needs |  |  |  |  |  |
|  |  |  |  |  |  |
| Employees FT |  |  |  |  |  |
| In PA |  |  |  |  |  |
| Employees PT |  |  |  |  |  |
| In PA |  |  |  |  |  |

# Market Opportunity

## Overall market description.

## Size and growth characteristics of the target segment(s).

## Key direct and indirect competitors.

## Describe the sales and distribution channels to be used.

## Exit Strategy

# Key Personnel

## Key management

## Board of Directors and Advisors

# Intellectual Property

## Significant Intellectual Property

# Funding

## Funding history to date

## Expected and confirmed source(s) of match for the BFTP funds.

## Fundraising plan for the next 12 months.

## Expected Outcomes of Funding

## Key technical milestones

## Measurable outcomes