

## Executive Summary (Please limit to maximum of 2 pages)

<b>Company Name:</b>
<b>Date of Incorporation:</b>
<b>Paid-Up Capital:</b>
<b>Contact Person:</b> Name: Email: Contact Number:
<b>Company Profile:</b> <ul style="list-style-type: none"><li>• Founders/ Management Profile (Brief Description)</li><li>• Business Traction (eg. Pre-revenue/ revenue generating/ product development/ up scaling stage)</li><li>• Existing product range</li></ul>
<b>Proposed Product/ Solution and its Unique Value Proposition:</b> <ul style="list-style-type: none"><li>• Problem Statement and Target Customers</li><li>• Describe product offering and its uniqueness/ innovation.</li><li>• How does it solve your target customers' pain points?</li></ul>
<b>Technology/ Innovation to be developed: (If applicable)</b> <ul style="list-style-type: none"><li>• Describe the key technology involved</li><li>• Briefly describe the technology development work that has been done thus far</li><li>• Briefly describe the key technical hurdles that needs to be overcome, and the resources required to do so</li><li>• Are there any key partners whom you plan to work with to develop the technology</li></ul>
<b>Business Roadmap (Brief description):</b> <ul style="list-style-type: none"><li>• Go-to-market strategy</li><li>• Revenue Model</li><li>• Commercialization Plan</li></ul>
<b>Competition and Competitive Advantage:</b> <ul style="list-style-type: none"><li>• Existing competitors (Direct or Indirect)</li><li>• What is company's edge over existing competition</li></ul>
<b>Uses of Funds:</b> <ul style="list-style-type: none"><li>• Estimated amount and its proposed usage (Roughly break down in % for each expenditure area)</li><li>• To advise if there are any existing or new investors</li></ul>