**The One Pager**

* **It serves as an inventory and checklist of what has and what there is still to be done.**
* **It serves as the building blocks for the full narrative, the story arc, and ultimately the pitch deck.**
* **It serves as a script from which startups can base their responses and conversations with prospective customers, strategic partners and venture investors.**
* **It serves as a guide for those advising and mentoring startups on where and what to focus with them.**

**The following One Pager template should be completed within a week. In a perfect world, an ideal setting, it should not take more than a few hours to complete.**

Instructions:

1. Replace “COMPANY LOGO” with ACTUAL company logo.
2. Replace content within < > with appropriate content.
3. If there are no values for entries in Stage/Traction leave them blank
4. The TEAM titles are suggested, list titles or core team and their respective backgrounds
5. If there are not advisors and/or investors leave them blank
6. Adhere strictly to the number of lines per section.
7. For the COMPETITORS section you can use a numbered or bullet point list

VITAL INSTRUCTIONS

* THE ONE PAGER IS NOT TO EXCEED ONE PAGE
* SPELLING AND GRAMMAR IS CRUCIAL TO THIS EXERCISE
* ONCE COMPLETED, HAVE TEAM MEMBERS REVIEW THE DOCUMENT
* THE ONE PAGER WILL GROW AND CHANGE AS STARTUPS LEARN MORE ABOUT THEIR RESPECTIVE BUSINESSES AND THEMSELVES.

A SAMPLE ONE PAGER IS INCLUDED AS THE 4th  PAGE OF THIS DOCUMENT. USE THIS EXAMPLE AS A GUIDE.

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| <tag line><contact name><contact e-mail address><company name><address 1><address 2><address 3><City, Post Code><Country><one-line description of company>Stage/Traction* Company Stage:
* Previous Capital:
* Monthly Net Burn:
* Runway:
* Pre-money Valuation:
* Capital Seeking:

Team* CEO: name and background
* COO: name and background
* CTO: name and background
* Director, Sales: name and background

Advisors/Investors* Name and background
* Name and background
* Name and background
 |  | Summary3 lines.Problem5 lines.Solution5 lines.Validation5 linesMarket5 linesCompetitorsUp to 5 competitorsCompetitive Advantage5 linesRevenue Model5 lines |

