**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 |  | Summary 3 lines. Problem 5 lines. Solution 5 lines. Validation 5 lines Market 5 lines Competitors Up to 5 competitors Competitive Advantage 5 lines Revenue Model 5 lines |

