

**COMPANY/PROJECT NAME:**  
**MANAGEMENT:**

**Elevator Pitch**

[In three sentences, briefly summarize the opportunity and approach]

**Opportunity**

[Provide a brief overview of the problem you propose to solve. What is the value –added, main differentiation and market impact? What is the customer "pain" that you are attempting to address? Concrete market data is encouraged. This should be understandable by someone not skilled in the art.]

**Proposed Approach**

[Briefly describe the proposed project and how it addresses the problem. This should be a high level description that can be understood by someone only moderately familiar with the field of expertise. Clarify the current status of the innovation and any related intellectual property. Emphasize the *benefits* and *novelty* of the project, with respect to the team's prior work, prior art, and current approaches (even if the approaches are not technically similar). Graphics are encouraged.

**Business Model**

[Explain completely your business model and strategy to achieve success. Identify your business partners and their role in business chain. Expose the reasons that make your business project an interesting opportunity for an investor]

**Market Analysis**

[Describe and characterize your business competitors and your competitive (dis)advantages]

**Commercialization**

[What do you envision to be the key next step to marketing this innovation (e.g., licensing, venture financing)? What is the time frame? Describe technical and market uncertainties, as well as, the risks that might prevent this idea from proceeding along that path. How would Biocant Ventures funding adequately reduce the uncertainty to advance the project to the key next step?

**Deliverables**

[Briefly describe your business strategy. List the expected deliverables that you propose to achieve *within the proposed time line of the investment*, as well as, at the end of the project – code, prototype, data proving feasibility, ...]

**Team and Collaborations**

[Present the founders and management team resume. List team members and collaborators and describe their roles in the project. Note: Collaborations are not required, but are welcome. Comment on the potential IP ownership implications of such collaborations. Please disclose financial interest or affiliation (if any) that entrepreneurs have with collaborators. Does any of the team members established a start-up related this project? Identify any potential conflicts of interest and how they will be managed.]

**Resources and Budget**

[Approximately what resources (people, equipment, IP costs, ...) do you require to complete the project? Please provide a budget breakdown by milestones or deliverables. ]