**THE PROBLEM**

*What problems are your potential customers dealing with? If possible, use data. We love data!*

**EXECUTIVE BRIEFING**

<< COMPANY LOGO GOES HERE >>

<< COMPANY NAME HERE >>

<< AND ADDRESS HERE >>

<< CONTACT (PHONE, E-MAIL, WEB) HERE >>

**WHAT IS YOUR FOCUS?**

*In one simple sentence, describe your product/service and company mission. Yes, it is possible!*

**MANAGEMENT TEAM**

*Your achievements, experience and results. Anything that proves you are the right person for the job.*

**WHAT ARE YOU LOOKING FOR?**

*Do you seek investment, partners or key people for your business?*

**WHY JIC?**

*What can we help you with?*

**HOW DID YOU LEARN ABOUT US?**

*Please be specific*



*Our mission at JIC is to help people build businesses that change the world. www.jic.cz*

**YOUR SOLUTION TO THE PROBLEM**

*Top 3 features are enough.*

**UNIQUE VALUE PROPOSITION**

*Single, clear message that says why is your product/service different and worth buying.*

**CUSTOMER SEGMENTS**

*Who are target customers? What channels do you use to reach them?*

**YOUR ADVANTAGE**

*Why can‘t be your solution easily copied or reverse-engineered?*

**REVENUE STREAMS**

*What is your revenue model and what is the gross margin (in %)?*

**COST STRUCTURE**

*What are the key activities, key resources and your most important costs?*