



Title

DATE:

NAME:

EMAIL:

PHONE:

ORGANISATION:

Pointers

- Do keep your messages short & clear. Avoid long paragraphs of descriptive text.
- Avoid confidential information but give enough non-confidential information to describe your idea. We may share this pitch with others for the purpose of review and assessment of the proposal
- Delete the support text in red while submitting the pitch



Elevator pitch

Describe the product/process/service you are developing and its value proposition in a very brief manner (<50 words).

Team

Founding team

Name	Qualifications	Experience Summary	Key Skills	Commitment (Part-time/full time)

Key Advisors/Mentors

Name	Qualifications	Experience Summary	Key Skills	Commitment (Part-time/full time)

Problem/ Opportunity

1 slide

What are the top problems you are trying to solve for your customers/new opportunity that you have identified?

What are the existing alternatives to address the problem? Identify the main competition and their limitations.



Solution/ Technology

What is your solution? List down top features of your solution that will address the problems you have listed.



Current Status/ Stage

Is it Idea, prototype, product or revenue generating

Briefly mention about the current status of your startup/ technology/ product



Product demo

Share any pics, videos or YouTube links or actual demo of your product. Confidential, finer details are not required.



Unique Value proposition

What are the key benefits your product/service will provide to customers?



Competitive Advantage

What are your “unfair” advantages that cannot be easily copied or bought? E.g. IP, cost, network effects, data, exclusive contracts, etc..



Customer Segments & Market Size

1 slide

For whom are you creating value for? If relevant, segment customers based on needs/ behaviours/ other traits.

What are the market sizes?



Channels

Paths proposed to be taken to reach your target customer segments for awareness, evaluation, purchase, distribution, & after-sales services. These can be your own or partner channels.



Revenue streams

How are you going to make your money? Link to customer segments & value propositions.



Costs

Costs of key activities, linked to value propositions. Consider fixed and variable costs of selected business model, connected to product development cost, customer acquisition, personnel, etc.



Key Metrics & Validation

What are the things you will measure to validate your hypotheses / measure progress of your proposed venture?

What have you done to validate your assumptions about the problem/need & your proposed approach?



18 month plan

Break down your key metrics in 18 months plan

Current stage of product development & plan for next 18 months, along with milestones targeted.



Why do you want to come to SINE?

Lean Canvas

[illegible]