

Investor Memo Template

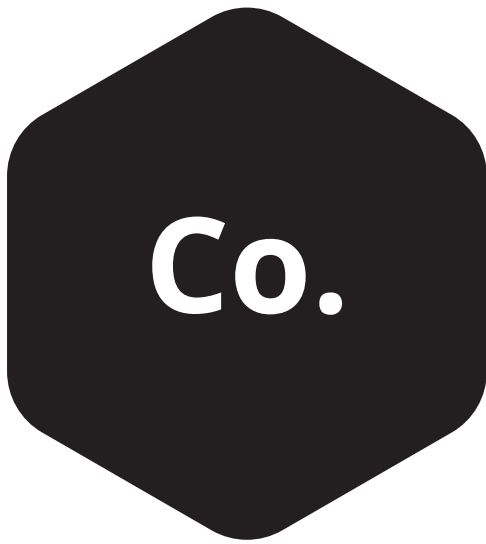
An investor memo is a document prepared by the company for potential investors in order to provide an overview of the business and the investment opportunities available therefore financials and numbers are key in this document.



YOUR COMPANY

Investment Opportunity

Executive Summary



01 Introduction (150 words max)

Open with intriguing sentence on what your company does here.

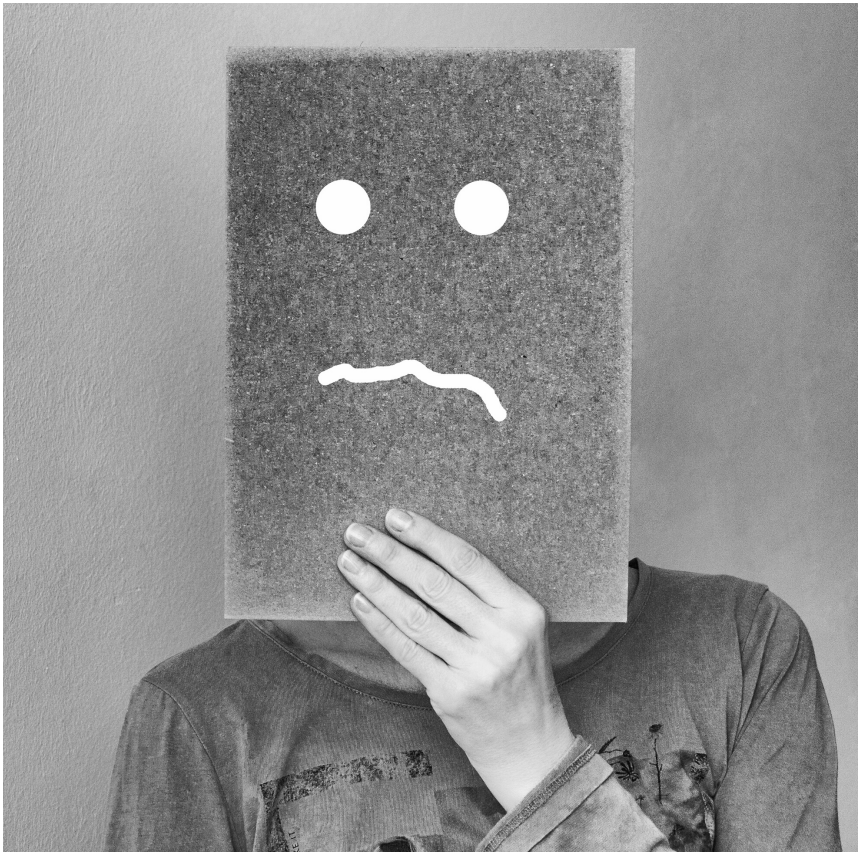
Introduce top level revenue, customer numbers and overview of where your company is at.

Outline the purpose of your business and what you do / plan to do/ what problem to solve.

Touch on how you are going to solve this problem by giving a high level overview of value proposition and any USP.

02 The Problem (50 words max)

In a paragraph, give a concise detailed overview of the problem you are solving. Why is it a pain for people?



03 The Solution (100 words max)

Explain what your solution is and its unique selling position.

Touch on existing products or products in development

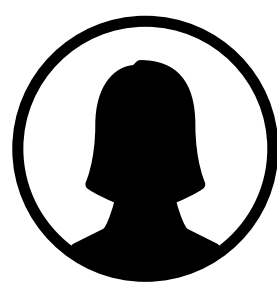
Detail why your product is a game changer.

Outline any extra features / tools you are planning on incorporating.

Include one sentence on how it will make money (eg. subscription model etc.)

04 The Team (30 words max)

One sentence explaining why you and your team are the right people to build & grow this company. Highlight expertise, previous successes and experiences.



Name
Position



Name
Position



Name
Position



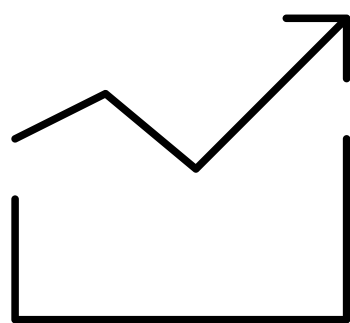
Name
Position



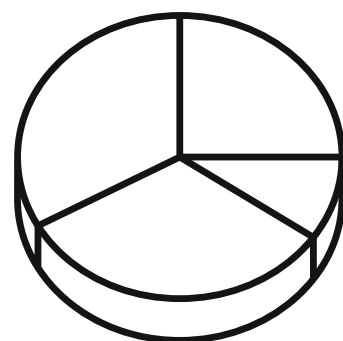
Currently hiring
Position

05 Traction (100 words max)

- Use bullet points or infographics to indicate where your business is currently at with regards to traction.
- What major goals have you achieved so far?



\$X in
revenue



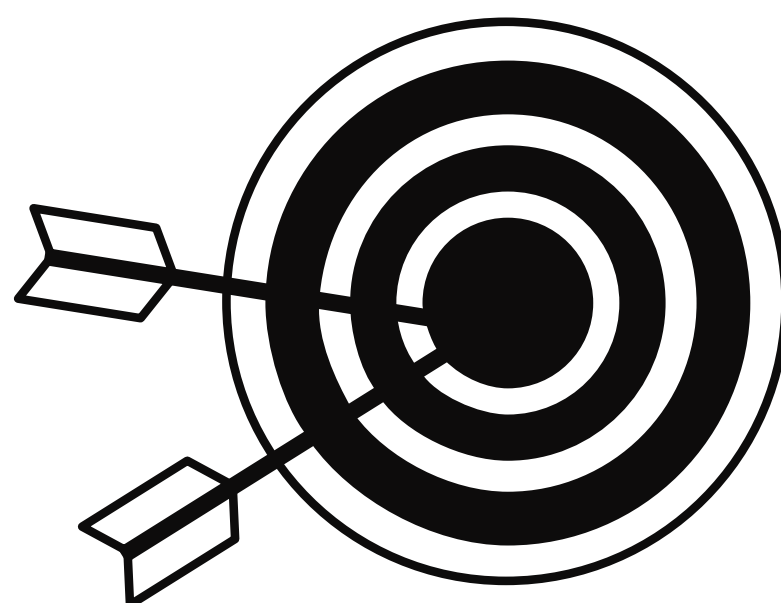
X% market
share



X major partner
secured

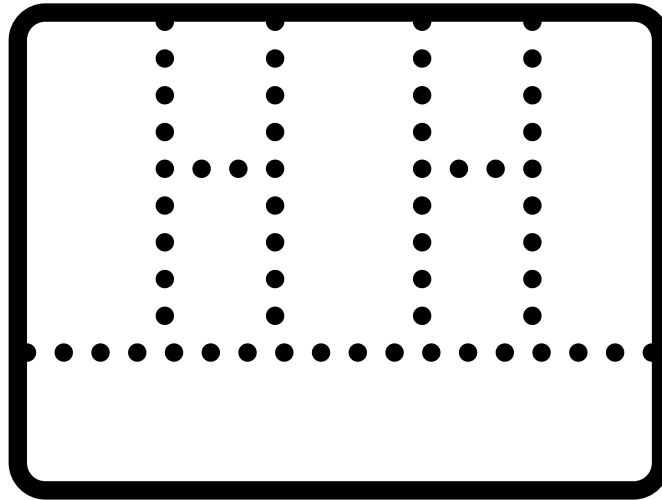
06 Market Opportunity (100 words max)

In a paragraph, give a concise detailed overview of the market opportunity, size of the target market and any competitors in the space.



07 Business Model (100 words max)

Detail how your company will operate, make money and achieve goals. Include revenue streams, operating model etc.



08 Financials (100 words max if post revenue)

If your business is post revenue, please indicate where you are at financially by giving a current business snapshot of the books.



09 Investment Opportunity (100 words max)

This is what's really important, all of the prior information has been building up to this ask.

- Be concise. Use bullet points to clearly indicate your asks.
- If you have already raised include that using a separate heading of "Investment Raised"

The Investment Opportunity

- How much you're raising AU\$X
- Valuation / equity on offer
- Outline any deal preferences
- Minimum amount AU\$X accepted per investor
- Avg. investments are AU\$X

Next Step

Indicate what the next step is. It may be providing a deck to them, a confidentiality agreement etc.

Also provide details of the best person to contact and their details and you can include the website link here too.