|  |
| --- |
| **BRIEFLY INTRODUCE YOURSELF AND YOUR TEAM**  [Background, previous position, LinkedIn URL and, if applicable, Supervisory Board] |
|  |

|  |
| --- |
| **DESCRIBE THE COMPANY IN A SINGLE SENTENCE**  [Core product(s), website app, website URL] |
|  |

|  |
| --- |
| **WHY IS NOW THE RIGHT MOMENT IN THE MARKET?**  [Describe trends, potential market size, competitive advantage/USPs] |
|  |

|  |
| --- |
| **WHO ARE THE TARGET CUSTOMERS AND WHAT PROBLEM WILL YOU SOLVE FOR THEM?** [B2B(2C), B2C – If applicable: give an example/user profile of customers] |
|  |

|  |
| --- |
| **AT WHAT STAGE IS THE COMPANY AT THE MOMENT?**  [Development roadmap, early stage/seed vs. revenue generating. P&L, budget, cash-flow projection, turnover/profitability based on price/ARPU, number of customers and/or sales pipeline] |
|  |

|  |
| --- |
| **WHAT IS YOUR SHORT-TERM AMBITION AND WHAT IS YOUR ‘BIG HAIRY AUDACIOUS GOAL’?**  Do you already have a vision of potential exit candidates/time horizon? |
|  |

|  |
| --- |
| **HOW CAN RTL VENTURES HELP YOU ADVANCE?**  Why does RTL match your proposition (possibly mention RTL brands and products – also remember our online channel MCN, Videoland, RTL XL, etc.)? |
|  |

|  |
| --- |
| **WHAT SIZE OF INVESTMENT ARE YOU LOOKING FOR?**  Including valuation (if not already included elsewhere) |
|  |