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| **BRIEFLY INTRODUCE YOURSELF AND YOUR TEAM** [Background, previous position, LinkedIn URL and, if applicable, Supervisory Board] |
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| **DESCRIBE THE COMPANY IN A SINGLE SENTENCE** [Core product(s), website app, website URL] |
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| **WHY IS NOW THE RIGHT MOMENT IN THE MARKET?** [Describe trends, potential market size, competitive advantage/USPs] |
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| **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] |
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| **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] |
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| **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? |
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| **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.)? |
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| **WHAT SIZE OF INVESTMENT ARE YOU LOOKING FOR?**Including valuation (if not already included elsewhere) |
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