



One Pagers

One Pager (Business Summary)

- **What it is:**
 - A one page document summarizing your startup
 - Create many versions customized for some audience of partners (e.g., investors, customers, etc.)
- **Why it is useful:**
 - Think of it as a written Elevator Pitch! Brevity is contagious
 - Often used to when people make introductions for you
- **Your assignment:**
 - Each team should write a polished one pager
 - Start by writing a one pager geared towards investors
 - Have each paragraph written by the relevant VP
 - CEO should edit and refine the final document
 - Rough draft due tomorrow!

Elements of a One Pager

- **1. Summary**
 - Hook
 - Overview
 - Need/Ask
 - **2. Problem**
 - Why big/painful
 - Who faces it
 - **3. Solution**
 - User perspective
 - Technology
 - **4. Opportunity**
 - Market size
 - Business model
 - **5. Positioning**
 - Competition
 - Advantage (unique)
 - **6. Marketing**
 - ...
 - **7. Milestones**
 - If any so far...
 - **8. Team**
 - Who you are
 - Why you're best
 - Contact details
- Need not be in this order!