

7. INVESTOR ONE PAGER

INTRODUCTION

In the investment world, many ask for a one pager to have a preview of the company and the opportunity you represent. This is a creative business example of an investors convention, so slightly changed for clarity.

WHAT THIS TOOL IS FOR?

The one pager is a simplified version of your business plans and your offer to an investor.

WHEN TO USE IT

In order to do this you will need to have done some thinking around what type of investor you are wanting to approach, and establish for yourself what you think they will be looking for. You will be better prepared for this if you have done a Business Model Canvas ([link](#)), and the Value Proposition tool ([link](#)).

HOW TO USE IT

Each of the headings need to be answered, and just like a CV, this can be used with all kinds of investor events (along with any investor pitch you make and any Pitch Deck you produce).

INVESTOR ONE PAGER

Prototyping The Business

One line pitch

A one line pithy clear memorable statement explaining the idea. It could be your value proposition if you have one.

Business summary

What's the business about?

Management team

Founders/advisors/roles.

What is the problem this is addressing, who is the customer for it?

Who are they and what need does your idea connect to?

What is your idea?

What's the product or service?

Target market

Who is this market and how big is it? Include real data as and where possible.

Funding and use of cash

What funding have you had, and what did it cover?

Milestones past and future

What are your successes and what are your next milestones? What sales have you made already?

Business/revenue model

How will it make money and how much do you think it will?

Competitors and your competitive advantage

Is anyone else doing this, or similar, even if in another sector. Why is yours better? Can you get it to market faster?

Execution

How will you do it? Who might you partner with?

Financials

A small table on how you are making money over time.

Detail any income/funding or other money you have had and how you have used it.

Photos

Of interesting things - especially audiences/reactions to your idea/presenting things.

Branding

Make sure you visibly stand out, so the page should be designed, and if you have a logo, use it.

Know what you are asking for

Know what it is you are looking for in case anyone is there to offer it. This can include money/advice/expertise/kits or any other form of help in kind.



WATERSHED