

DEAL MEMO

COMPANY

Name: **Sample Company**
URL: <https://company.com>
DECK: <https://companydeck.com>

CEO

Name: **Jane Doe**
Email: jane@doe.com
Phone: +1-555-555-5555
Linkedin: <https://linkedin.com/>

DESCRIPTION

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STATUS

Solution: Beta Launched

RECOMMENDED BY

John Doe, FI Director in London

MARKET

Location: London
Focus: Europe
Vertical: FemTech

FUNDING

No Funding / Raising \$1 MM Pre-Seed Round

TOP 3 NEEDS

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2. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
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FOUNDER - RATED 4/5

Describe in a couple of sentences the strengths and the weaknesses of the Founder. This includes their passion, commitment, relevant experience.

TEAM - RATED 4/5

Describe the state and the competency of the team. Indicate how many part-time and full-time people are on the team, and what is the most important hire.

VELOCITY - RATED 4/5

Describe the speed at which the company is progressing relative to top startups in the ecosystem. Provide examples of notable achievements that indicate an increase in the velocity at which the company is achieving milestones.

MARKET - RATED 4/5

Quantify the size of the market to show how large the company can become. Include specific numbers and back them with sources.

TRACTION - RATED 4/5

Describe the company's progress over time. This includes important milestones as well as growth retention and customer sales metrics.

COMPETITION - RATED 4/5

Describe the company's competitors and why the offering is superior. Indicate key features, benefits or model innovations that will lead to fast customer adoption.

WHY NOW - RATED 4/5

Describe what new market conditions enable the company's offering to achieve rapid scale at this time. This includes new market trends, technological breakthroughs or large shifts in consumer behavior that have created favorable conditions for the offering.