



My Awesome Startup

A gripping tagline or description that communicates your product's core value.

Your Company URL

Positioning

Underscore your brand's unique position in the market. Complete the statement below based on your startup:

For (your target customers) who (have a specific need or opportunity), (your product or service) will (provide this solution.) Different from (competitors), (your product) (has this unique advantage) and (offers this type of answers to consumers' problems.)

Product/Service Summary

Introduce your product or service with a description of your core offering. Further elaborate on your positioning statement. Include a description of what it is, who it's for, why it's needed, and why it's better than alternative products or services.

Milestones

Startup Founded.
January 1st, 2015