



## 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