

Company/Project Overview:

(Insert logo if available)

**[sample] ABC company provides an Ajax based online financial desktop for managing comic investment, with an accurate and highly flexible forecasting tool. It aims to drive 3 million users to Ebay within one year of its operation.**

**Pain:** Comic investment is becoming widespread. Investor however has no portfolio management tool to assist them in their investment. While there are tools for tracking Ebay statistics, they are general and do not cater to the specific needs of the comic investment community. These needs include being able to filter by investment grade, highlight character's first appearance et al. Current tools also do not provide forecast features.

**Solution:** ABC company develops and maintains an Ajax based online financial desktop that has customizable modules through a drag and drop interface, has ease of use as well as provides a forecast tool that relies on a proprietary forecast algorithm.

Company/Project Information:

**ABC company**

Address:

Phone:

Mobile:

Fax: (if available)

*Basic Details:*

Founded in 2007

# of team members: 2

*Team:*

**XXX/CEO:** MSc in financial econometrics with 5 years of experience in finance industry.

**XXX/CTO:**

*Budget:*

Manpower:

Hardware/Software:

Professional Services:

Others:

Total:

### Innovation

Highlight the key innovation such as the features, the business model or technology.

### Competition

Description of current or possible competitors

### Defensibility

Describe the barriers of entry which can be technology based, data based or a strong viral element that can secure many users within a short time.

### Milestones

Deliverables at the end of the project such as a portal, a platform, a service et. al.

### Business Model

Highlight possible revenue sources.