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**The CoPeace Seed Packet**

**Company Tagline**

**Executive Summary**

**Elevator**

This is your “30-second pitch,” aptly named for the ability to be delivered within the duration of an elevator ride with a potential investor. Give us your name, the service you offer, and what sets you apart.

**Mission**

Your mission statement. Strip your organization down to its soul. What is the essence of what you are trying to achieve?

­­**Motto or Tagline**

If you’ve got one, put it here. Should be tight, punchy, and unique to your organization and its goal.

**Company Overview**

One or two paragraphs about the problem your company addresses or gap it fills in the market. What is your solution – with a few sentences, expand on this idea and describing your product or service.

Now, add in some “why.” Tell us about this expanding market or problem and why it provides long-term potential for your organization. What sets you apart from your competitors and how is your product or service different from others?

**Problem You Solve**

In 2-3 paragraphs, explain the problem your company is working to solve. This section is less about your service, and more about “setting the scene” for you to “enter stage right” with your solution.

What does the market or industry look like? Expand on the problem that currently exists and how current organizations aren’t meeting the needs of customers or the industry. You don’t have to name names. Just explain the unmet need you will address.

Any more information to share about the existing sector? In the next section, we will write about how your organization is going to solve the problem(s) in the market we’ve laid out here.

**Your Solution or Product**

This is the place to explain in more detail what your company will offer. Use clear and jargon-free language (as much as possible) to describe your organization’s objective with your product. Remember this may be circulated to potential investors outside of your industry.

Make sure you clarify if you offer a product or service. It’s important to clearly define what you provide to customers. Then, expand on the description. Add information about what sets your company apart from others in the market. What is your unique selling point?

**Competitive Landscape**

Let’s take a moment to talk about the existing marketplace with regards to your competitors. It’s important to research and include a brief list of your closest competitors in the industry. Provide a general statement about the market landscape and list some specific organizations below.

* Competitor #1
* Competitor #2
* Competitor #3
* Competitor #4
* Competitor #5
* Competitor #6

Sometimes there is an opportunity or need to generally describe a few subsectors of the industry. Perhaps potential customers are likely to spend their money on a similar, but not the same, product. For example, a healthy fruit snack product will also have to consider the larger health-foods market and other snack options beyond fruit snack brands.

Now add a brief paragraph about the challenges your organization could face in its efforts to set itself apart. What obstacles or difficulties might you face in converting potential customers into clients or sales? Is there possibility your product is unclear to the customer? Or is easily confused with a competitor? Maybe the industry has potential instability that needs to be noted? You want to show potential investors that you have given thought to these potentials and have plans to combat them.

**Competitive Advantages & Key Success Factors**

What is going to drive your organization to succeed? Provide some statistical information from reputable sources (always cite sources) about the industry, its size, and the demographic makeup and trends of your customer base.

Now apply this information to why you are the choice for customers. Your unique selling point should highlight what makes you the best choice to enter the market. How do you differ from the competitors listed above?

Expand on this idea and how you will deliver this unique difference to customers. Is it obvious in the product or service offered? Or is it more nuanced with subtle differences to competitors?

This is a good opportunity to mention any certifications or recognitions your organization might have. Does your company participate in any larger organizations or committees? Perhaps you complete an annual certification that recognizes you for certain industry standards?

This is a chance to define your advantages and how they will set you apart from competitors. Finish with your company’s essential values (e.g. transparency, accountability, quality) and how this foundational standard will differentiate you for success.

**Revenue Model**

This is the section to provide details about your revenue model and how you intend to generate profit in the long-term. Explain the exchange of goods between you and your customers.

**Your Team**

It’s important to highlight the key members of your team, no matter how big or small your organization is. Start with the founder(s) and chief executive staff, listing their names, position, and a brief bio. Put yourself in the shoes of a potential investor who knows nothing about your team. These personal descriptions should provide enough background to explain the individual’s area of expertise and how they are a valuable contribution to the success of your organization.

It’s really up to you how big this section is. You can list as many or as few of your team members as you see fit to explain and showcase your organization’s abilities.

**Board of Directors, Advisory Council, Partners**

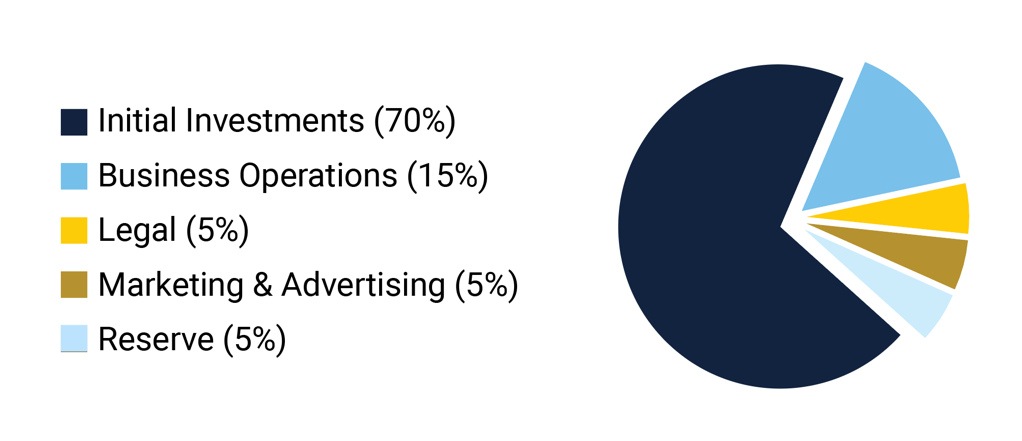
If you have an extended team with your organization, this is the place to showcase them. Perhaps you have a board of directors, advisors, legal retainer or industry partners. The purpose is to show your organization have the expertise and background to succeed.

**Financial Overview**

1. Assumptions — this is a statement about your expected long-term financial plans; consult with your financial and legal advisors regarding this statement
2. Initial Cost Summary — use one sentence and name some of the areas you will have expenditures (e.g. marketing, staffing, operations, etc.)
3. Pro Forma — this is a table showing your current and estimated expenses and revenues for the next few years (see our example here)

**Initial Use of Funds**

What are you going to be using this funding for? Provide a percentage breakdown of your expenses and use of funds (e.g. business operations, legal, marketing, reserve).



**Timeline**

Use a simple graphic to show the history of your organization and its significant milestones, including founding, seed funding, initial development, and other events you believe are relevant.

**Exit Strategy**

Remember, this document is for potential investors. This is the place to list the existing or expected opportunities for investors to exit the organization and, ideally, earn a return. How do you envision this happening? Will you go public and trade on the market? Do you intend to get bought out by a larger corporation? Consult with your financial and legal counsel on how to properly craft this statement.