

Company name

Two-sided marketplace for [supply] and
[demand]

Raising \$[X] · [Date]

The market gap

Why supply and demand do not currently meet efficiently. Friction in the existing channel.

The solution

What we do. Who lists. Who buys. How the transaction completes.

Liquidity

Time-to-fill or time-to-match. Search-to-transaction conversion. Repeat usage.

GMV and take rate

Gross merchandise value, take rate, contribution margin. Trend over last N quarters.

Supply density

Listings per geography / category. Time to add a new listing. Supplier acquisition cost.

Demand cohort retention

% of buyer cohort returning month 2, 3, 6. Frequency. Basket size.

Chicken-and-egg

How we solved cold start. Which side we subsidise. Network effect data.

Market

Bottom-up TAM. Path from beachhead category / geography to full market.

Competition

Direct marketplaces, vertical specialists, big-tech horizontal players.
Our defensibility.

Team

Founders, supply ops, marketplace experience.

The ask

\$(X) at \$(Y) post. Use of funds: supply acquisition, demand acquisition, ops, product.

Thank you

Contact and marketplace metrics dashboard.