Company name

B2B SaaS for [niche]

Raising £[X] · [Date]

Problem

Customer pain. Cost of current workaround.

Solution

Product. Setup time. Demo URL.

Market

Bottom-up TAM and SAM.

Traction

ARR, MoM growth, customers.

Metrics

NRR, GRR, CAC payback, burn multiple, rule of 40.

Business model

Pricing tiers, ACV, gross margin.

GTM

Channels, CAC by channel, sales motion.

Product

Key features, integrations, roadmap.

Competition

Wedge, defensibility, switching cost.

Team

Founders, advisors, key hires.

The ask

£[X] at £[Y] post-money. SEIS / EIS status. Use of funds to the next milestone.

Thank you

Contact and follow-up.