**Template for your one pager**

**Why a one pager?**

When meeting an investor, it is important to be well prepared. One of the things you can do is create a one pager, a page that summarizes your business, your idea and your potential in a good way. This makes it easier for the investor to understand your business.

**Create the one pager**

Either you make the one pager yourself, or we can gladly help you. To make your presentation as good as possible you need some basic information about your company. Below we describe what you need to summarize to make your one pager complete.

### One pager

The one pager consists of text, a picture of your team and your logo. If you want help with the one pager, please attach your logo, a picture and the text in an e-mail to elin.olsson@ubi.se.

**Text for the one pager**

### Your company’s name: XX AB

**One-liner presentation:** A short sentence that describes what you do and for whom you do it.

### Heading: Market need and potential

Under this heading you should describe what the market’s needs are, why your area is important and why it is in need of a new solution.  
Maximum number of characters: 1 000 characters, including spaces.

### Heading: Business Idea

In short, describe your innovation and business model.

Maximum number of characters: 800 characters, including spaces.

### Heading: Advantages

Describe in bullet points why your product is the best option for the existing need. Keep the points simple and with one thought in each.

Maximum number of characters: 700 characters, including spaces.

### Heading: Competition

### Describe your competition or current alternatives on the market or in practice. Maximum amount of characters: 500 characters with spaces.

### Heading: Current status

Describe in what stage your company is in right now.

Maximum number of characters: 400 characters, including spaces.

### Right sidebar information

**Contact**

Name and title   
Phone: +46 XXXX  
E-mail: xxx.xx@xxx.se

**Website**

[www.business.se](http://www.business.se)

### IPR

List current IPS:s filed or approved.

**Capital need**Describe how much capital you need, what it’s intended to cover and over which time period.

### Partnership

Write if you need more investment from private and institutional investors and if you are interested in strategic partnerships. Also describe in which areas you are looking for collaborations, such as sales or distribution.

### Team/Scientific advisors

List persons, titles and positions.

### Management/Board

List persons, titles and positions.

### Background (if space left)

Write down a short founding information and your vision.

Maximum number of characters: 300 characters, including spaces.