OPORTUNITIES

In the field Problems | Opportunities, clearly describe the core problem that your startup aims to solve, highlighting the major pain point or significant difficulty faced by your target audience. Explain how this pain affects your users, making the solution urgent. Quantify this pain with data or examples that demonstrate its relevance in the market, highlighting the potential of the opportunity. The greater and more urgent the problem, the greater the opportunity to generate value. Connecting the problem to the customer's real need is essential to validate your innovative solution.

Drag your startup logo here with a white background

ADD YOUR STARTUP NAME HERE WITHOUT CHANGING THE FONT

COMPETITION

In the field Competition, identify your direct and indirect competitors. Even if there is no direct competition, your target audience may already be solving the problem in less efficient ways, such as manual processes or generic products. These alternatives are considered indirect competition. Explain why your solution is superior in terms of cost, time, or efficiency. Highlight your competitive advantages and how they make your proposal more attractive to the market. Demonstrating knowledge of the competitive landscape strengthens your startup and its value proposition. The goal here is not to speak negatively about competitors.

SOLUTION | IDEA

In the field Solution | Idea, clearly and objectively present how your startup addresses the identified problem, showcasing your value proposition. Highlight what makes your solution unique and innovative compared to existing alternatives in the market, whether direct or indirect. Explain the tangible benefits for your target audience, detailing how your solution relieves their pains or challenges, and how it is more efficient, affordable, or convenient than other options. Include information on the technical feasibility of your idea, also emphasizing its scalability potential. Demonstrating how your solution stands out and creates value for the customer is essential to capture the attention of both the audience and investors. Make sure to highlight your differentiators.

FUNDING

In the field Funding, explain in detail the financial impact caused by the problem your startup addresses — in other words, how much this pain costs your target audience. Describe how it affects their finances, whether in terms of revenue loss, inefficiency, operational costs, or wasted time. Next, present the cost of the solution proposed by your startup, highlighting its affordability and economic feasibility. Show how your solution delivers measurable returns, whether through cost reduction, increased productivity, improved efficiency, or additional revenue generation. Make it clear that your solution not only solves the problem but also generates financial value for both customers and investors.

MARKET SIZE | POTENTIAL

In the field Market Size | Potential, explain the reach and market opportunity for your solution. Begin by detailing the Total Addressable Market (TAM), that is, the full size of the market that could benefit from your solution. Next, describe the Serviceable Available Market (SAM), which is the portion of the TAM that your startup can serve with its product or service, considering current resource or geographic limitations. Finally, highlight the Serviceable Obtainable Market (SOM), which represents the segment your startup intends to target in the short term. Use concrete data, such as number of users or potential revenue, to illustrate the growth potential and scalability.

EQUIPE | PARCERIAS | APOIO

In the field Team, Partnerships, and Support, it is essential to list the full name of all team members, along with their roles and affiliations (such as companies, universities, or institutions). This helps demonstrate the level of experience and qualifications of the team behind the startup. In addition, include the main partners and collaborators directly involved in the project, detailing their contributions and strategic partnerships. Do not forget to add the full names of mentors and advisors, highlighting the crucial role they play in the development of the solution. Having a strong team strengthens the proposal and adds value to the startup.

BUSINESS MODEL | MONETIZATION

In the field Business Model | Monetization, clearly explain how your startup generates revenue. Describe the strategy you use to transform your solution into a sustainable business. Detail the main sources of revenue, such as direct sales, subscriptions, licensing, commissions, or freemium models. In addition, highlight who pays for your product and how value is captured. If there are future monetization plans or different revenue streams, describe them as well. Do not forget to mention operational costs and how you balance cost-effectiveness to maintain profitability. Make it clear how your startup can scale financially and grow sustainably.

STAGE | TRACTION

IDEATION

(X) Ideation – Project Conception
( ) Ideation – Basic Prototyping

ADVANCED

( ) Proof of Concept (PoC)
( ) Minimum Viable Product (MVP)
( ) Traction
( ) Scale
( ) Sustainable Growth

CONTACT

In the Contact field, provide essential information such as phone number, email, QR Code, and links to your social media. Make sure the information is clear and concise, respecting the available space.