



F CAFÉ

INVESTMENT PROPOSAL

EXECUTIVE SUMMARY

Address: #132A, Street 9, Borey Piphob
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FINANCIAL INFORMATION

- Company stage: Beta only
- Previous capital: USD50K
- Capital Seeking: USD30K
- Debt Seeking: USD 50K

USE OF FUND

- 20% Product development
- 5% Marketing
- 75% Operation/Inventory

EXECUTIVE TEAM:

- ✓ CEO, Mr. A 20 years' experience in sale and marketing.
- ✓ COO, 15 years' experience in operation management.
- ✓ CFO, 12 years' experience in accounting and finance.
- ✓ CMO, 9 years' experience in marketing and product development.

ADVISORS

- AZ Consulting Plc.
- Mr. Neak Niporn

PITCH

[Provide a short description of the investment opportunity you presenting in the form of vision and mission].

PROBLEM/OPPORTUNITY

[Describe your target buyer's need or desire. Avoid technical terms and only focus on explaining the opportunity. Include the profile of target customers]

SOLUTION/PRODUCT

[Describe how you want to address the need or opportunity. Concentrate on value proportion and customer benefit.

BUSINESS MODEL

[Explain the potential profit from the project. Describe your revenue model and expected profit margin]

MARKET

[Describe the market scenario and give supporting data like market size, market share and growth rate]

COMPETITIVE ADVANTAGE

[Describe your current & future competitive advantage and explain barriers to entry].

EXECUTION PLAN/GO TO MARKET STRATEGY

[Describe how you plan to pull it off. Summaries your sales, Marketing development and partnership plans. Highlight milestones planned for future]

TRACTION

[Describe the achievement of your startup, highlight milestones achieved to date and results you have sales, user...]

Financial	2016	2017	2018
ROE	-4%	8%	19%
LEVERAGE	0	1.5x	2.5X
OPEX	15%	10%	9%



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