



Startup Challenge

Powered by NTT

Company Name

Startup Logo

Mandatory Items

- ✓ Product overview (problem/solution)
- ✓ Traction characteristics
- ✓ Funding requirements
- ✓ Potential market size / target customer
- ✓ Competitors / Competitive advantage
- ✓ Business plan and Goal image
- ✓ Potential synergy with NTT Ltd.
(How you can make the most of resources of NTT Ltd.)

1. Executive Summary



2. Problem Statement



- ✓ Explain the main problem and background your company is trying to solve.

3. Solution/Demo



- ✓ Details how your company solve the problem

4. Total Addressable Market



- ✓ Explain the potential market size and target customers

5. Product/Technology/Service Overview



- ✓ Explain the Product/Technology/Service in terms of;
 - Novelty
 - Amount of revenue
 - Number of active customers etc.

6. Competition



- ✓ Explain the competitiveness of your Product/Technology/Service
- ✓ Direct/Indirect competitors

7. Business Plan



- ✓ Explain your business model and how to generate revenue
- ✓ Mid and Long-term business plan

8. Funding Status



- ✓ Explain the funding status of your startup
- ✓ Investor's names if available
- ✓ Previous round details
- ✓ Future round plans

9. Team Members



- ✓ Explain about your team with;
 - Number of members
 - Experience/Background/Education of each member

10. Synergy with NTT Ltd.



- ✓ Explain the potential synergy with NTT Ltd.
- ✓ How you can make the most of resources of NTT Ltd.

 [About NTT Ltd. Group](#)

11. Awards/Recognition



- ✓ Explain any awards and recognition your company has received