

[Company name]

Eleven lines, one sentence each. Tick how each one is backed: S sourced (a public page says it), C claimed (only you say it), M missing.

Company name	[What you are calling this, even if it is not incorporated yet]	☐ S ☐ C ☐ M
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One liner	[One sentence with a who and a what, one a stranger could repeat back]	☐ S ☐ C ☐ M
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Problem	[What costs people time, money or risk today, in a number where you have one]	☐ S ☐ C ☐ M
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Solution	[What you are building to fix it, one sentence, no feature list]	☐ S ☐ C ☐ M
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Market	[Who buys this and roughly how many, sized from the bottom up, with the source]	☐ S ☐ C ☐ M
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Business model	[Who pays, how much, how often. Or what it earns instead, if it is free]	☐ S ☐ C ☐ M
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Traction	[Whatever exists right now, with a count and a period. A waitlist of 40 is a number]	☐ S ☐ C ☐ M
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Competition	[Who solves this today, including doing nothing, and why someone switches]	☐ S ☐ C ☐ M
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Team	[Names, and why these people for this problem. Link the profiles]	☐ S ☐ C ☐ M
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Financials	[Rough cost to build and run, labeled as an estimate]	☐ S ☐ C ☐ M
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The ask	[What you want from an investor and what it lets you prove. Or: not raising, looking for X]	☐ S ☐ C ☐ M
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A line is only as strong as what backs it

A sentence on a page is a claim, not evidence. An investor reading your one pager sorts every line into one of three kinds without being told to, so do it first yourself.

Sourced. A public page states it: your site, an app store listing, a press mention, a LinkedIn profile, a customer quote with a name. Sourced lines get read as fact.

Claimed. Only you say it. Claimed lines still count, as your word, which matters less than something a stranger can check. Every one pager has some. The problem is not having them; it is not knowing which of your lines they are.

Missing. Nobody has it yet. Write "not yet" rather than an adjective. An honest gap reads better than a vague fill.

Before you send it, move as many lines as you can from C to S. The cheapest ways: a single page on your site that says what the one pager says, a waitlist form on it so traction has a number, three customer conversations written up in their words, and a team line that links to real profiles.

Then check it the way an investor would. Bizznote for Founders builds this same profile from your idea and your public pages, marks every field sourced, claimed or missing, and scores it on the seven criteria investors screen on. If it clears the bar it goes to a partner investor for a first look. Free, no deck needed: academy.bizznote.com/#idea