Company vision/mission statement
The problem [company X] is trying to solve
Industry
Target industry (types of companies [company X] sells to)
Target persona (specific role of a potential [company X] buyer)
<u>Competitors</u>
Value proposition
<u>Use cases</u>
How does it work (and specific features)?
Why choose [company X]?
<u>Differentiation</u>
<u>Case studies</u>
<u>Press coverage</u>