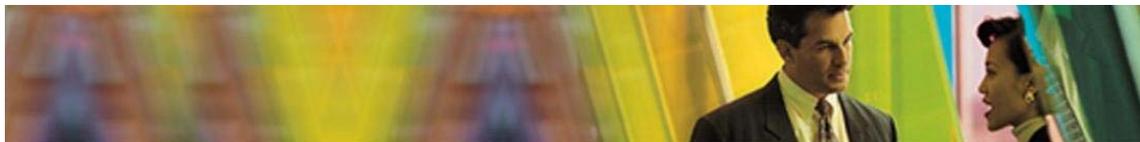


# Windom Peaks Capital, LLC

## The Entrepreneurs Behind the Entrepreneurs



## SHARE YOUR IDEA

We would enjoy learning about your business. It's easy to reach us. [Email](#) or [call](#). Have a mutual acquaintance connect us. Before you send your plan please read the Elements of Sustainable Companies and Business Plan Formatting.

---

## ELEMENTS OF SUSTAINABLE COMPANIES

Start-ups with these characteristics often foretell the success of a business and the likelihood of it becoming a sustainable, enduring company. We like to represent companies that have:

### **Clarity of Purpose**

Summarize the company's business on the back of a business card.

### **Large Markets**

Address existing markets poised for rapid growth or change. A market on the path to a \$1B potential allows for error and time for real margins to develop.

### **Rich Customers**

Target customers who will move fast and pay a premium for a unique offering.

### **Focus**

Customers will only buy a simple product with a singular value proposition.

### **Pain Killers**

Pick the one thing that is of burning importance to the customer then delight them with a compelling solution.

## **Think Differently**

Constantly challenge conventional wisdom. Take the contrarian route. Create novel solutions. Outwit the competition.

## **Team DNA**

A company's DNA is set in the first 90 days. All team members are the smartest or cleverest in their domain. "A" level founders attract an "A" level team.

## **Agility**

Stealth and speed will usually help beat-out large companies.

## **Frugality**

Focus spending on what's critical. Spend only on the priorities and maximize profitability.

## **Inferno**

Start with only a little money. It forces discipline and focus. A huge market with customers yearning for a product developed by great engineers requires very little firepower.

# **BUSINESS PLAN FORMATTING**

We like business plans that present a lot of information in as few words as possible. The following format, within 15-20 slides, is all that's needed:

## **Company Purpose**

- Define the company/business in a single declarative sentence.

## **Problem**

- Describe the pain of the customer (or the customer's customer).
- Outline how the customer addresses the issue today.

## **Solution**

- Demonstrate your company's value proposition to make the customer's life better.
- Show where your product physically sits.
- Provide use cases.

## **Why Now**

- Set-up the historical evolution of your category.
- Define recent trends that make your solution possible.

## **Market Size**

- Identify/profile the customer you cater to.
- Calculate the TAM (top down), SAM (bottoms up) and SOM.

## **Competition**

- List competitors
- List competitive advantages

## **Product**

- Product line-up (form factor, functionality, features, architecture, intellectual property).
- Development roadmap.

## **Business Model**

- Revenue model
- Pricing
- Average account size and/or lifetime value
- Sales & distribution model
- Customer/pipeline list

## **Team**

- Founders & Management
- Board of Directors/Board of Advisors

## **Financials**

- P&L
- Balance sheet
- Cash flow
- Cap table
- The deal