



Executive Summary Template for Early Stages



Financial Infrastructure in the Cloud

Platform as a Service - PaaS

iugu is a payment infrastructure that empowers the new generation of businesses.

CORPORATE DATA

Founded	Jan/12
First Raised	Dec/12
Public Launch	Dec/13
Industry	Financial
Product	Plataform
Revenue	Fees
Team	?
Board Seats	?

FINANCIAL INFORMATION

Oct/2014

Volume	~0.0M
Weekly Growth	WAGR ~?%
Revenue	~0.0K
Gross Profit	~0.0K
Gross Margin Over Volume	~30%
Burn Rate	~20K
Est. Break-Even	Month/Year

INVESTMENT INFORMATION

Stage	Seed Post PMF
Next stage	Round A
Previous Valuation	?M
Previous Round	?M
Total Raised	?M

All numbers in Brazilian Reais - BRL

CONTACT

Full Name

POSITION

+55 DDD PHONE

email@yoursite.com

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PROBLEM

Accepting online payments in Brazil is a hassle to businesses. Companies face a myriad of obstacles to successfully complete the charge-to-collection cycle. A lack of system communication with banks and acquirers for effective data conciliation coupled with unhelpful client support results in an increasing rate of dissatisfaction and the necessity to develop costly in-house solutions and time consuming processes.

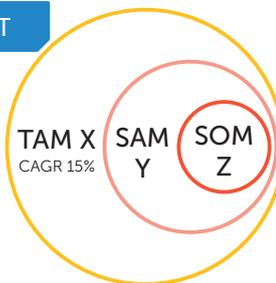
SOLUTION

Our infrastructure enables businesses to accept/process payment charges using credit cards and bank slips through a simple and yet customizable solution. The platform provides seamless checkout, subscription billing and split payment management that fits a wide range of business models. Iugu easily provides business information reports ranging from the average revenue per customer to churn analysis that helps our clients make well informed business decisions.

REVENUE

Model A	X
Model B	Y

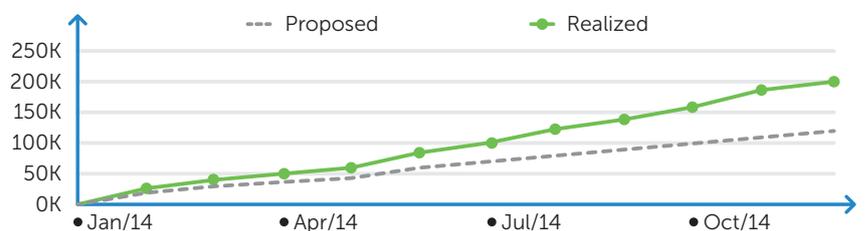
MARKET



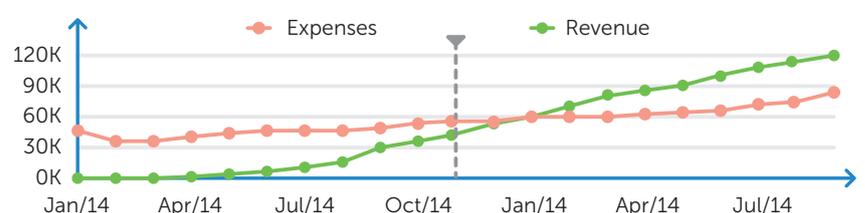
CASES OR KPI

Client or KPI 01	Client or KPI 02
Client or KPI 03	Client or KPI 04
Client or KPI 05	Client or KPI 06
Client or KPI 07	Client or KPI 08

REVENUE REALIZED X FORECAST



EXPENSES X REVENUE





2015-V1

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