



One Pager Guide

Examples in the Wild

- [HelloSponsor One Pager](#)
- [Butterfly AI One Pager](#)
- [BeeReal One Pager](#)
- [Lunas One Pager](#)

Outline

- Logo
- Tagline
- 1-2 sentences about you in a summary (what you do and for who)
- Challenges you are solving (or challenges you see in the market)
- This is the impact of those challenges (benefits and what happens if you fix them)
- What we do and what makes us different
- Logos
- Contact information

Example: Robots Company

Lead with the problem then solution	Include stats that illustrate and quantify the problem Example: "Reduce production errors and speed up assembly 2X with COMPANY'S natural movement Robots"
Include a compelling description of the company	Example: COMPANY offers intuitive, natural movement robots that can do complex assembly tasks with better hand-eye coordination than a human worker. Leveraging AI, COMPANY robots can handle variance through perception sensors, automate complex manual tasks, and assemble unpredictable materials, such as cabling. COMPANY robots are used to do things like assemble plastic parts, plug in cables, place gears in boxes, and more.
Use stats to validate the problem	Why use natural movement robots? Insert stats around human error, time savings, cost savings, reduction in risk (increases in safety/decreases in injuries, and more).

How It Works & Use Cases	List out the specific features/functionality you offer. Alternatively or in addition, you can list out some ideal Use Cases (e.g. insertion, finishing, quality testing, assembly, machine tending, pick and place)
Testimonials and Quotas	Include testimonials from customers or quotes from an industry influencer validating your offering
About COMPANY + Contact Info	Include your boiler plate & contact info