

Preferred Format for Executive Summary

Nonconfidential

Your Company Name

Business Summary:

- Describe the company's purpose.
- Describe the company's overall strategy and objectives.

Customer Problem:

- Describe the problem your product or service solves.
- Describe why customers will pay for your product or service.

Product/Services:

- Describe important features and benefits of your product/service.
- Describe the company's intellectual property position (*i.e.*, trademarks, patents, copyrights, trade secrets, special production skills, proprietary know-how, etc.).
- Discuss any relevant environmental or regulatory issues the company may face and how they will be addressed.

Target Market:

- Describe the addressable market(s) in which you intend to compete, including total size, projected growth, and key trends.

Customers:

- Describe the profile of your customer

Sales/Marketing Strategy:

- Describe your market strategy.
- Describe how you intend to capture market share.
- Describe how much you intend on capturing.
- Describe your channels of distribution.

Business Model:

- Describe how you intend to generate revenue.

Competitors:

- Describe the competition (*i.e.*, Who are the largest competitors? How much of the market do they control? What are their weaknesses and strengths?)
- Compare your product to those of your competition in terms of price, quality, market position, etc.
- **Do not state that you have no competition.**

Competitive Advantage:

- Describe the company's unique capabilities
- Describe what makes your company different.
- Describe how your company has a special, sustainable, competitive advantage.

Website:

Industry:

Employees:

Founded:

Contact:

Name
E-mail address
Phone

Financial Information:

Funding Stage:

Capital Raised to-date:

Capital Seeking:

Management:

Advisors:

Investors:

	Financials (\$000 US)	2007	2008	2009	2010	2011	2012
Company Name	Revenues						
	Expenditures						
	Net						