



## Guidelines for Preparing an Executive Summary

Life Science Technology Venture Forum  
Thursday, May 15, 2008

**Deadline for submission: Friday, March 28, 2008**

Executive summaries should be prepared using the following **guidelines** and submitted to [tvforum@rice.edu](mailto:tvforum@rice.edu) by **Friday, March 28, 2008**. They should be **NONCONFIDENTIAL**, no longer than **2 PAGES** (including tables, graphs, images and financials), and must include the following **contact** information: **Company name, Contact person, Physical address, Telephone number, and E-mail address.**

### The Company

- Describe the company's purpose.
- Describe the company's overall strategy and objectives.
- Briefly summarize your company's history, current status and corporate structure (*i.e.*, C-corp, LLC, LP).

### The Products or Services

- Describe the problem your product or service solves (*i.e.*, Why will your customers pay for your product or service?).
- Describe important features and benefits of your product/service.
- Compare your product to those of your competition in terms of price, quality, market position, etc.
- 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.

### The Market and Marketing Strategy

- Describe the addressable market(s) in which you intend to compete, including total size, projected growth and key trends
- Describe your market strategy (*i.e.*, How do you intend to capture market share and how much do you intend on taking? What are your channels of distribution?)
- Describe the company's unique capabilities (*i.e.*, What makes your company different? What gives you a special, sustainable, competitive advantage?)
- Describe the competition (*i.e.*, Who are the largest competitors? How much of the market do they control? What are their weaknesses and strengths?) (**Do not state that you have no competition.**)

### Management

- Provide brief backgrounds of key individuals; emphasize management expertise, past successes and their value to the company.
- Provide a brief history of working together as a team.
- Identify immediate and future personnel needs and requirements.
- List members of Board of Directors and Advisory Board (if relevant).

### Nonconfidential Financial Summary

- Provide high level revenue, income and expenses projected over next 3-5 year period. Justify your financial assumptions. Provide any past financial data, if available.
- State your funding objectives (*i.e.*, How much capital are you currently seeking and how will it be used?)
- Describe the origin and timeline of any significant capital raised to-date.
- Discuss potential exit strategy(ies).