

(company logo here)

## Name of Company

Address

City•State•ZipCode

Telephone

Fax

Contact name

E-mail

URL

### Funding:

State your funding history.

Example:

Raised \$750K in seed funding in June 09

State your funding expectations.

Example:

Seeking 1<sup>st</sup> Round: \$3M

### Use of Proceeds:

- To complete development of prototype
- Hire additional engineering and sales veterans
- Capital equipment for design & test

### Revenue Forecast:

- 2010: \$5M

- 2011: \$30M

- 2012: \$62M

- 2013: \$89M

Positive Cash Flow/ Break Even :

- 03/2012 (Include # of units or time frame)

### Competitive Advantage:

- Domain Expertise
- Defensible IP
- Estimated Market Leadership (Months or Years)

### Key Executives:

- Key Exec, position
- Key Exec, position
- Key Exec, position
- Key Exec, position

**(Note: feel free to adjust the size of the boxes to fit your summary.)**

### Problem

State the problem the business has identified and wishes to solve. When describing the problem focus on explaining the needs of consumers and how the needs of consumers relate to the problem. This is your chance to convince the potential investors that it is worth doing something about this problem.

### Solution

Describe your solution to the aforementioned problem. When describing your solution focus on what the benefits will be to the consumer. Avoid technical details and concentrate more on describing what the general gains are of using your product.

### Market

Explain the market conditions and the potential for growth. Include the size of the addressable market and if the goal is to compete in an existing market or establish a new market.

### Competitive Landscape

Describe your competitive advantage. Focus on where you can differentiate yourself from your competitors. Include as your competition both public and private companies. Also think about companies, public and private, that may develop an interest in the future to compete in the market. Examples of how to do this are highlighting a unique methodology or using examples of satisfied past clients. Also, include barriers to entry and the company's competitive strategy, e.g. low-cost based, first to market, etc.

### Business Model

How will you make money? Be specific. How will you generate revenue and profit? How will you acquire customers and how much will this cost?

### Management Team

The management team is the most important part of your executive summary. It is what Venture Capitalists are going to be spending the most time looking at so don't sell yourself short. Include brief biographies about your team, which includes the company's management and board of directors. It is helpful to list the accomplishments, positions at previous companies, exit strategies used at those companies and education if applicable of your team. You can not overemphasize enough the strengths of your management team.

### Traction to Date

What have you achieved to date - Website, unique visitors, beta customers, partnerships, revenue? What are you proud of?