

***Non-confidential Executive Summary***

*(1 to 2 Pages)*

**Company Name**

**Website | City, State, & Country (if outside of U.S.)**

**Business Summary:**

* Describe your company’s purpose or mission.

**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 environmental or regulatory issues the company may face; how they will be addressed.

**Target Market:**

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

**Customers:**

* Describe the profile of your customer base.

**Sales/Marketing Strategy:**

* Describe your market strategy.
* Describe how you intend to capture market share.
* Describe what % of the market you intend to capture.
* Describe your channels of distribution.

**Business Model:**

* Describe how you intend to generate revenue.
* What is your current and projected burn rate?

**Competitors (do not state that you have no competition):**

* Describe the competition, i.e., Who are your most significant competitors? What % of the market do they control? Compare your product to those of your competition in terms of price, quality, market position, etc.
* Describe your company’s unique capabilities. What is you competitive advantage?

**Team:**

* List key management w/ background, experience, education, past performance, start-up history, investors, etc.
* Corporate directors and advisors (if any)

**Capital (dilutive & non-dilutive)**

* Amount received & source

**Ask:**

* Funding & amount, strategic partners, customers, advisors, industry contacts?

**Financials:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Financials | 2021 | 2022 | 2023 - Projected | 2024 - Projected |
| Revenue |  |  |  |  |
| Expenditures |  |  |  |  |
| Net |  |  |  |  |