Non-Confidential Executive Summary
Preferred Format (PDF, 1-3 pages)

Your Company Name:

**Business Summary:**
- Describe your company’s purpose or mission.
- Describe your 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 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. Include total market size, projected growth, and 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. Why is your company stronger?

**Competitive Advantage:**
- Describe your company’s unique capabilities. What makes your company different?
- Describe your company’s special, sustainable, competitive advantage(s).

**Management Team:**
- Background, experience, education, past performance, start-up history, investors, etc.
- Why is your team the right team for this venture? Do you need to make any key hires?

**Goals:**
- What is your company seeking at the Forum? (seed or later-stage funding, strategic partners, customers, advisors, industry contacts, etc.)

**Financials ($000 US) |  2016 |  2017 (projected) |  2018 (projected) |  2019 (projected) |  2020 (projected)**

| Revenues | | | | |
| Expenditures | | | | |
| Net | | | | |