

Executive Summary Template

Contact Information

[Name
Address
Phone/Email]

Industry

[General Industry]
[Specific Industry/Segment]

Development stage

[Startup/Revenue/Profitable]

Year founded

[2005]

Number of Employees

[2]

Funding Need

[\$100,000]

Use of Funds

0% Product Development
0% Marketing/Sales
0% Operation/Inventory
0% Existing Debt
0% Legal/Other ...

Projected Monthly Revenue

[\$0]

Existing Debt

[\$0]

Existing Investors

[Equity ratio/Amount]

INTRO

[Provide a short description of the investment opportunity you are presenting in the form of vision and/or mission statement]

DESCRIBE THE NEED YOU'RE FILLING

[Describe your target buyer's need or desire. Avoid technical terms and only focus on explaining the opportunity. Include the profile of target customers]

SOLUTION/PRODUCT

[Describe how you want to address the need or opportunity. Concentrate on essential value proposition and customer benefits]

POTENTIAL REVENUE MODEL

[Explain the potential profit from this project and provide supporting data such as market size, market share and growth rate. Describe your revenue model and expected profit margin]

COMPETITION

[Describe your current & future competitors and any other external risks that the investment may be exposed to. Demonstrate knowledge of the landscape and your competitive advantage]

EXECUTION PLAN/GO TO MARKET STRATEGY

[Describe how you plan to pull it off. Summarize your sales, marketing, development and partnership plans. Highlight milestones achieved to date and planned for future]

FINANCIALS

[Describe the financial resources that you have or need to make the plan successful. Include available and projected cash, burn rate and revenue. Explain how far the investment will take you and how do you plan to continue from there]

THE TEAM/RELEVANT EXPERIENCE

[Introduce your team and emphasize on what YOU bring to the table. Explain the role and responsibility of each member and any other human resources that you would need to execute the plan.]