

Executive Summary Template



Business Overview

- Elevator pitch
- Market opportunity and solution specifics

Product & Technology

- Basics on your product/technology solution
- Product development stage and timeline

Intellectual Property

- Type of IP (patent, copyright, etc.)
- Basis for IP
- License terms (if applicable)

Market

- Target market and addressable market size (proven & potential)
- Positioning (promotion, branding and awareness tactics)
- Channel strategy (sales and distribution model)
- Current customers

Strategic Partners

- List product, channel and other strategic relationships
- Resources provided (if applicable)

Competitive Analysis

- List your competitive advantages or “unfair” market advantages (barriers to entry)
- List direct, indirect and “perceived” competition; include size and years in business.

Management

- Key management team members and *relevant* experience (previous experience, length at previous experience and area of responsibility).
- Outside board of directors and board of advisors
- Personnel needs by category (admin, sales & marketing, operations, etc.), for a five-year period
- Service providers (legal, accounting, marketing, specialty)

Financial Model

- Basics of revenue and pricing model
- Include market share assumptions, unit volume, pricing theory and growth rates
- Financial projections: Top-line revenue, operating expenses and operating income for 3-5 years
- Gross margin and breakeven analysis

Capital Requirements

- Prior fund raisings
- Amount of capital being raised and use of proceeds
- Future capital needed