

Two Page Executive Summary Template

OVERVIEW	<p>Briefly describe your product and target market and summarize why your product is competitive.</p> <p>Mention briefly the history of the company.</p>
PROBLEM	<p>State the key problem(s) you are addressing, the pain in the market place and how your company/technology is able to solve it. If not solving a problem, focus on opportunity.</p>
SOLUTION	<p>Describe your product / service</p>
BENEFITS	<p>Try and answer this question: Why is this good for your customers, why would they pay for it to get it? Use bullet points.</p>
TECHNOLOGY	<p>Discuss the technology / unique features / IP/ Patents / potential for patents etc.</p>
MARKET	<p>Define the market opportunity and summarize the key market verticals the company is targeting. Would help if the market can be sized in \$ terms. And: who is the buyer?</p>
PLAN	<p>Describe the go-to-market plan/strategy, sales plan, marketing plan. Include sales traction to date if any.</p>
COMPETITION	<p>Mention other players and state in bullet point format your key competitive advantages and possibly refer to competitor weaknesses.</p>
BUSINESS MODEL	<p>Describe how you make money from your product. License, subscription, advertising revenues?</p>
MILESTONES	<p>List the key accomplishments to date.</p>
INVESTMENT	<p>Outline the \$ amount the company is currently seeking and how will the funds be used? Insert a table with future milestones and/or 'use of funds'. How will the funds be used, where will it get you?</p>
FINANCIALS	<p>Discuss here briefly what has been invested to date, shareholding structure, any tax credits or other funds received, revenue if any, and how much the company needs to raise in terms of financing.</p> <p>Insert a brief chart with past numbers & projected revenues/costs for the next three (3) years.</p>
TEAM	<p>Brief, two-sentence bios of each key team member.</p> <p>List bios of board of directors and advisors if you have them.</p>