

Executive Summary
Company Name

Contact Name and Title

Address: Street, City, State, Zip

Phone:

Fax:

Email:

Web:

Management:

Titles, names, and previous, relevant experience

Key Advisors/Board Members:

Industry:

Number of Employees: #

Bank:

Law Firm(s):

Amount of Financing Sought:

i.e. \$2M equity

Current Investors:

(\$Amt. Invested)

Any Venture Capitalists, Private Investors, Investment Banks, or Personal Funds

Use of Funds: *i.e. Product development, marketing/sales, distribution, etc...*

Business Description: *Clear description of your business- start with a one sentence, clear description of your business.*

Company Background: *Provide a short summary of your company background. What was the genesis of this concept and how did your company get started.*

Problem/Solution: *Discuss the key pains in the industry and quantify how big they are (time, \$\$, etc.). What is currently being done to solve these pains?*

Products/Services: *How is your product/service uniquely qualified to solve this pain. Convey to the investor that the company and product truly fill an unmet need in the marketplace. The characteristics that set the product and company apart from the competition need to be identified (competitive advantage).*

Technologies/Special Know-how: *Discuss the sources of your technology and highlight the aspects of your product that may be protected by IP or patent law. Provide evidence of how your offerings are different and will be able to develop a barrier to entry for potential competitors.*

Markets: *Provide a clear description of your target market, and any market segments that may exist within that market. Include potential market size and growth rate.*

Competition: *List any current or potential direct and indirect competition. Briefly describe the competitive outlook and dynamics of the relevant market in which you will operate.*

Business Model and Distribution Channels: *How will you sell and price your product (subscription, license, recurring revenue, etc.). Indicate which channels will be used to deliver your products/service to your target markets (i.e. website, direct sales force, VARs, channel partners, etc...).*

Financial Projections:

	2006	2007	2008	2009	2010
Revenue:					
EBIT:					
(dollars in thousands)					