

**[COMPANY NAME]**  
**EXECUTIVE SUMMARY**  
**[DATE]**

Overall – the executive summary should be about 2-3 pages in total to catch the investor’s interest. Be sure to prepare an introduction e-mail that covers the first 3 points.

**Brief company description:**

Write a few simple and concise sentences to state the company’s value proposition.

**Market Opportunity:**

Address the current problem in the market the Company is helping to solve. Also provide the go-to-market strategy.

**Company solution:**

Describe the specific offering, why it is better than what is currently available, and describe the target customer.

**Technology:**

Describe the unique technical differentiators. Try to address the “why now?” question.

**Market size:**

Develop a bottom’s up market analysis beyond the analyst’s broad sweeping forecasts.

**Competition and Company’s competitive advantage:**

Provide details on direct competitors, related competitors and even future competitors. Then describe how the Company will be able to beat those competitors.

**Team:**

Provide summary details for the key executives on the team. Highlight the specific skills for each person that relate to the Company’s opportunity.

**Financial model & metrics:**

Provide a financial summary and forecast with clear revenue drivers.

**Current investors and funding to date:**

List the current investors and the amount of money raised to date, if any.

**Funding needs:**

State the amount of the planned round and use of capital. Include milestones the Company plans to achieve prior to the next round of funding.