

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 email 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, 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:

Please 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.