



## Writing Your Executive Summary

Your Executive Summary will serve as our brief introduction to your company, it should give us the basics of your business and pique our interest to want to know more.

This document should be no more than two pages and answer the following:

1. **Problem:** What pressing and important problem are you solving or what opportunity are you addressing?
2. **Solution:** How are you solving this problem or tapping this opportunity?
3. **Business model:** Who are your customers and how will you make money?
4. **Your competitive advantage:** What makes your company special?
5. **Marketing and sales strategy:** What is your go-to-market strategy?
6. **Competition:** Whom do you compete with? What can you do that they cannot? What can they do that you cannot?
7. **Projections:** What are your financial projections for the next three to five years? What are your key assumptions and metrics to achieve these projections?
8. **Team:** Who is on your team? Why are they special?
9. **Status and timeline:** Where are you now? What are the major and immediate milestones?
10. **Your ask:** This is the amount of funding you are asking for now. This should generally be the minimum amount of equity you need to reach the next major milestone.

Sources:

<http://www.marsdd.com/mars-library/write-an-executive-summary-that-attracts-investors/>

<http://www.garage.com/resources/writing-a-compelling-executive-summary/>