Executive Summary – Company Name

PRIMARY CONTACT: (include name, email, phone)

COMPANY OVERVIEW:
What does your company do?
What makes you qualified to succeed (i.e. unique partnership, customers, traction, IP, etc.)?
Why now?

TEAM:
Include a list of your team members (name, email, phone)

CUSTOMER PROBLEM:
What is the problem your idea solves?
Who cares about this problem?

SOLUTION:
How does your product/service solve this problem?
What is unique about your solution?
Why would customers pay for your solution?
Has the team interviewed potential customers? How many? What did they say?
What is the estimated timeline for development leading to launch of the product/service?
What is the estimated cost to produce?

MARKET OPPORTUNITY:
What is the scope of the opportunity (dollars, units produced, global impact)?

COMPETITION:
What solutions exist today?
What competitors might enter the market?
What is your initial competitive advantage or differentiator?

CUSTOMERS:
Develop customer personas based on your research findings