**Executive Summary Template for Startups**

**Company Name:** [Insert Company Name]  
**Industry:** [Insert Industry, e.g., Technology, Healthcare, Consumer Goods]  
**Location:** [Insert Headquarters Location]  
**Date:** [Insert Date, e.g., June 2025]

**1. Company Overview**

[Company Name] is a [describe business type, e.g., "technology startup," "sustainable consumer brand," or "innovative service provider"] focused on [state core mission or value proposition, e.g., "streamlining logistics with AI" or "delivering affordable clean energy"]. Founded in [year], we leverage [key strengths, e.g., "proprietary technology," "industry expertise," or "unique partnerships"] to address [specific market need or problem].

**2. Problem Statement**

The [target industry/market] faces [describe the problem or gap, e.g., "high costs in supply chain management" or "lack of accessible financial tools"]. This leads to [specific consequences, e.g., "reduced profitability" or "limited customer reach"]. Current solutions are [describe shortcomings, e.g., "expensive," "complex," or "ineffective"], leaving a gap that [Company Name] fills.

**3. Our Solution**

[Company Name] provides [describe product/service, e.g., "a mobile app for real-time inventory tracking" or "a subscription-based wellness platform"]. Our solution stands out because [list key differentiators, e.g., "it reduces costs by X%" or "it’s designed for [specific audience]"]. We deliver value by [explain benefits, e.g., "saving time," "increasing revenue," or "improving user experience"].

**4. Market Opportunity**

The addressable market for [product/service] is valued at [insert market size, e.g., "$X billion in 2025"], growing at [insert growth rate, e.g., "X% CAGR"]. Our target customers are [describe target audience, e.g., "small businesses in retail" or "millennials seeking sustainable products"]. With [market trends, e.g., "rise in digital adoption" or "demand for eco-friendly solutions"], we aim to capture [estimated market share, e.g., "X% within Y years"].

**5. Business Model**

We generate revenue through [list revenue streams, e.g., "subscription fees," "direct sales," or "licensing"]. Our pricing strategy is [describe approach, e.g., "tiered plans for scalability" or "affordable one-time purchases"]. Additional opportunities include [mention upsell/expansion potential, e.g., "premium features" or "consulting services"].

**6. Competitive Advantage**

[Company Name] differentiates itself through:

* \*\*[Unique Feature 1, e.g., "Proprietary Technology"]: [Explain why it’s unique, e.g., "patented algorithm"].
* \*\*[Unique Feature 2, e.g., "Team Expertise"]: [Highlight credentials, e.g., "founders with X years in industry"].
* \*\*[Unique Feature 3, e.g., "Market Positioning"]: [Describe advantage, e.g., "first-mover in niche"].  
  Competitors like [name competitors] lack [specific advantage, e.g., "our affordability" or "our scalability"], positioning us to lead the market.

**7. Traction & Milestones**

To date, we have achieved [list accomplishments, e.g., "X users," "$X revenue," or "partnership with [Company]"]. Recent milestones include [list achievements, e.g., "launched MVP in [month/year]" or "raised $X in funding"]. Our next steps are [outline goals, e.g., "expand to [market] by [date]" or "release [new feature]"].

**8. Financial Snapshot**

* Revenue (Current/Projected): [Insert current revenue, e.g., "$X in 2025"], projected [insert projection, e.g., "$Y by 2027"].
* Funding Raised: [Insert amount, e.g., "$X in pre-seed funding"].
* Funding Sought: [Insert amount, e.g., "Seeking $X million"].
* Use of Funds: [Outline allocation, e.g., "X% product development, Y% marketing, Z% hiring"].

**9. Team**

Our team includes:

* [Name, Title]: [Brief background, e.g., "X years in [industry], led [specific achievement]"].
* [Name, Title]: [Brief background, e.g., "expert in [field], with [credentials]"].  
  Supported by [mention advisors or key hires, e.g., "advisory board with [notable names]"], if applicable.

**10. Call to Action**

[Company Name] is poised to [restate big vision, e.g., "transform [industry]" or "empower [audience]"]. We invite investors and partners to join us in [specific ask, e.g., "scaling to X users" or "building a sustainable future"]. Contact [insert contact name/email] to discuss opportunities.

**Instructions for Use**

* Fill in the Blanks: Replace placeholders (e.g., [Company Name], [insert market size]) with your startup’s specifics.
* Be Specific: Use data (e.g., market size, traction metrics) to add credibility. If you need help finding data, I can search the web or X for relevant information.
* Keep it Concise: Aim for 1-2 pages to respect investors’ time.
* Tailor to Audience: Emphasize financials for investors, strategic fit for partners.
* Highlight Uniqueness: Clearly articulate what sets your startup apart in the “Competitive Advantage” section.