

# One Page That Matters

The executive summary or "one-pager" is an essential document for startups looking to work with investors - this overview explains how to do one.



By **Christopher Mirabile**, Co-founder of Launchpad Ventures Group LLC and Seraf-investor.com

Investors often talk about a "one-pager" and by that, they mean your executive summary. The executive summary is an at-a-glance fact sheet summarizing everything important about your business. Although it may be a hassle to create, it is vitally important.

## What is the purpose of an executive summary?

An executive summary serves several purposes:

1. It provides a condensed quick reference guide to your business in a format the typical reader (an investor) is going to find familiar.
2. It is a chance to demonstrate the clarity of your thinking and your communication skills.
3. It is a piece of "collateral" that an investor can use to discuss your company with other investors and solicit their input--it reduces friction by saving investors the trouble of having to re-summarize the company themselves, keeping your description intact.
4. It gives visual learners an easy way to quickly absorb your business vs. having to read many pages of documentation.

## How much weight do investors give the one pager?

They count for a lot. Executive summaries are the basic currency of the startup investing world. They are often the only material a potential investor will read before deciding whether to engage further. Nothing beats a face-to-face meeting if you can get one, and the executive summary is often the ticket to that meeting. And it can create investor-to-