1. Executive 1 page summary
   1. Two columns
   2. Logo
   3. Company Name
   4. Contact information
   5. Use of proceeds
   6. Revenue Forecasts
      1. Year 1 -> Year 3
      2. How are you going to control your costs
   7. Target profitability
      1. He wrote “Second full year” essentially saying he broke even during second year
   8. Competitive advantage
   9. Partners & Customers
      1. 25-34
      2. Soccer mom
      3. Etc
      4. That kind of info!
      5. For FS
         1. 18-34
         2. Male
         3. Developers, etc copy from CS
   10. Business Model
   11. Second column
   12. Management team
   13. About us
   14. Market
2. It’s hard to move someone away from something they like unless it’s phenomenal
3. Business is being rewritten around people
4. Surround yourself with the smartest guys you can