

# EXECUTIVE SUMMARY

[COMPANY.Company] is a [BUSINESS TYPE] founded as of [FOUNDING DATE] to

## 1.PROBLEM

In the world today there is a problem of [X]. This is a pain point because of [Y], and leads to [Z]. This is particular an issue for [INSERT GROUP OF PEOPLE]. We are [COMPANY.Company] and we are trying to solve this problem.

## 2. PRODUCT/SOLUTION

[COMPANY.Company] provides the following:

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## 3. MARKET

Our target customers include [IDENTIFY TARGET CUSTOMERS]. The total addressable market is [DOLLAR AMOUNT]. [COMPANY.Company] is pre-revenue but is gaining meaningful traction with customers. Based on this plan, [COMPANY.Company] projects that it will be able to capture at least [PERCENT] percent of this market over the next [YEARS] years.

## 4. COMPETITION

Our competition is comprised of [IDENTIFY COMPETITION]. [COMPANY.Company]'s competitive advantage lies in (what).

## 5. MANAGEMENT

[CEO NAME], CEO of [COMPANY.Company], is tailor-made for this opportunity because (description). Other members of the management team include:

[MANAGER 1 NAME]

[MANAGER 2 NAME]

## 6. FUNDING NEEDED

[COMPANY.Company] is seeking [DOLLAR AMOUNT] for (Describe how you will use the capital), which will enable us to (Describe the results investors should expect from this). Our ultimate goal is an exit within [NUMBER OF YEARS] years by way of (An IPO (highly unlikely, but possible) / an acquisition (more likely, but not easy)).

## 7. FINANCIAL PROJECTIONS

[COMPANY.Company] is pre-revenue, but we have [NUMBER] (Letters of Intent, POs) that should help us generate meaningful revenues in a relatively short period of time. Our 5 year projections based on our extensive market research and a detailed knowledge of what is needed to scale the business are shown in the graph below.

Should this opportunity fall within your investing interests, please don't hesitate to contact the undersigned at [PHONE] or [EMAIL].

Thank you for your consideration.

[COMPANY.Company]

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[COMPANY.FirstName] [COMPANY.LastName]