**TEMPLATE**

**EXECUTIVE SUMMARY**

The **executive summary** you give to your **potential investors** should be two to four pages long. This list from Guy Kawasaki’s *Reality Check* covers the components that should be included in the executive summary and can be used as a template:

1. **Problem:** What pressing and important problem are you solving or what opportunity are you addressing?
2. **Solution:** How are you solving this problem or tapping this opportunity?
3. **Business model:**Who are your customers and how will you make money?
4. **Underlying magic:**What makes your company special?
5. **Marketing and sales strategy:**What is your go-to-market strategy?
6. **Competition:** Whom do you compete with? What can you do that they cannot? What can they do that you cannot?
7. **Projections:** What are your financial projections for the next three to five years? What are your key assumptions and metrics to achieve these projections?
8. **Team:** Who is on your team? Why are they special?
9. **Status and timeline:** Where are you now? What are the major and immediate milestones?