**EXECUTIVE SUMMARY**

COMPANYis a BUSINESS TYPEfounded as of DATE to **(Talk about the goal of your company – the “big idea.” This first sentence is all about capturing the reader’s attention, in terms they will understand).**

1. **PRODUCT**

COMPANY provides/makes/produces/serves **(as applicable)** the following:

MARKET

Our target customers include (who). The total addressable market is DOLLAR AMOUNT. COMPANY is pre-revenue but is gaining meaningful traction with customers. Based on this plan,COMPANY projects that it will be able to capture at least NUMBERpercent of this market over the next NUMBER years.

1. **COMPETITION**

Our competition is comprised of WHO. COMPANY’s competitive advantage lies in **(Explain your competitive advantage and differentiation in the market)**.

1. **MANAGEMENT.**

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

MANAGER NAME– **(2 sentences max on Experience & Education Of Manager)**

1. **FUNDING NEEDED.**

COMPANY is seeking DOLLAR AMOUNTfor **(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 years by way of **(An IPO (highly unlikely, but possible)** / an acquisition **(more likely, but not easy)**, something else.

1. **FINANCIAL PROJECTIONS.**

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 PHONEor EMAIL.

Thank you for your consideration.

COMPANY NAME

NAME **,** TITLE