**An executive summary template**

The [**executive summary**](https://www.marsdd.com/mars-library/investor-engagement-using-an-executive-summary/) you give to your [**potential investors**](https://www.marsdd.com/mars-library/how-to-identify-and-target-an-investor-for-your-business-startup/) 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**](https://www.marsdd.com/mars-library/business-models/)**:**Who are your customers and how will you make money?
4. **Underlying magic:**What makes your company special?
5. [**Marketing**](https://www.marsdd.com/mars-library/marketing-plans-for-startups-create-your-marketing-strategy-and-planning-with-a-simple-plan-with-enough-structure-to-execute-essential-marketing-activities/)**and sales strategy:**What is your go-to-market strategy?
6. [**Competition**](https://www.marsdd.com/mars-library/does-competition-exist-for-startups-introducing-tech-products-into-the-market/)**:** 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?