

# Sample Executive Summary Content

Company Name  
 Contact Name  
 Address: Street, Town, City  
 Phone: Fax:  
 Email: Web Address:

<p><b>Management</b>          CEO          Sales / Marketing Manager          Product Development Manager          CFO          Etc...</p> <p><b>Industry:</b> i.e. Internet software</p> <p><b>Number of Employees#</b></p> <p><b>Bank:</b></p> <p><b>Future Auditor:</b></p> <p><b>Law Firm(s):</b></p> <p><b>Amount of Financing Sought (if any):</b>          i.e. \$2M equity</p> <p><b>Current Investors (if any &amp; \$amt. invested):</b>          Any Venture Capitalists,          Private Investors, Investment Banks,          or Personal Funds</p> <p><b>Use of Funds (if relevant):</b>i.e.          Product development, marketing/sales,          distribution, etc...</p>	<p><b>Business Description:</b> Briefly describe the general nature of your company. From this section an investor (if sought) must be convinced of the uniqueness of the business and gain a clear idea of the market in which the company will operate</p> <hr/> <p><b>Company Background:</b> Provide a short summary of your company background.</p> <hr/> <p><b>Management:</b> List senior management and prior experience</p> <hr/> <p><b>Products/Services:</b> Convey to an investor (if sought) that the company and product truly fill an unmet need in the marketplace. The characteristics that set the product and company apart from the competition need to be identified (competitive advantage).</p> <hr/> <p><b>Technologies/Special Know-how:</b> In this section, highlight whatever aspects of your product that may be protected by current IP or patent law. Provide evidence of how your offerings are different and will be able to develop a barrier to entry for potential competitors.</p> <hr/> <p><b>Markets:</b> Provide a clear description of your target market, and any market segments that may exist within that market. Include potential market size and growth rate. Also, mention your revenue model in this section.</p>
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**Distribution Channels:** Indicate which channels will be used to deliver your products/service to your target markets (i.e. website, direct sales force, channel partners, etc...).

**Competition:** List any current or potential direct and indirect competition. Briefly describe the competitive outlook and dynamics of the relevant market in which you will operate.

Financial Projections (Unaudited):	2007	2008	2009
Revenue:			
EBIT:			
(dollars in thousands)			