**Investment needs executive summary template**

**Company Logo**

**Name of Company**

Address:

Telephone:

Contact name:

Email:

Website URL:

Social Media Links:

**Funding:**

State your funding history

**Example:**

* Raised £750K in seed funding in June 2009

**Funding expectations:**

Example: seeking 1st round: £3m

**Use of proceeds:**

* prototyping
* recruitment
* equipment etc.

**Revenue forecast:**

* 2022: £5m
* 2023: £30m
* 2024: £62m
* 2025: £89m

**Positive cash flow or break even:**

* 03/2012 (Include # of units or time frame)

**Key executives:**

* Name, position
* Name, position
* Name, position

**Opportunity**

This is your chance to convince potential investors of the value of the opportunity.

Identify the opportunity or challenge you aim to address.

Describe your business’s role in the project in terms of benefits to consumers and technical and business benefits.

**Solution**

Describe your solution, focusing on the benefits to the consumer.

Avoid technical jargon. Describe in general terms the benefits of using your product.

**Market**

Explain the market conditions and the potential for growth. Include the estimated size of the addressable market and if the goal is to compete in an existing market or establish a new market.

**Route to market**

Explain the distribution channels you use, or plan to use to deliver your products and service to your target consumers.

**Product market-fit**

Explain how your solution addresses the needs of consumers.

**Competitive landscape**

Describe your competitive advantage. Focus on where you differentiate yourself from your competitors. Include both public and private company competitors.

**Business model**

How will you make money? Be specific. How will you generate revenue and profit? How will you acquire customers and how much will this cost?

**Management team**

Include company management and board directors. It is helpful to list the accomplishments, positions at previous companies, exit strategies used at those companies and education if applicable of your team.

**Traction to date**

What have you achieved to date – Website, unique visitors, customers, partners, revenue? What are you proud of?

**How to use the template:**

This template provides an example of a one-page executive summary that can be used as an introduction to your company. It is to be used by all non-licensee project partners that may need additional investment.

It is used as a pitch for investment for your company which includes:

* a summary of the key facts of your business
* a summary of what you offer
* your proposed approach
* how you are better than the competition

You should provide enough information for potential investors to make a preliminary assessment of the business and determine if this is of interest to the fund or individual investors.

You can either follow the template provided or build your own to create the one-pager, and it can be portrait or landscape format, but it must be uploaded as a pdf.

There are many different styles so feel free to use this as a guide, there are links to online resources below:

* <https://www.inc.com/christopher-mirabile/one-page-that-matters.html>
* <https://www.vcforu.com/exampleonepagers>
* <https://xtensio.com/how-to-create-a-one-pager/>
* <http://luissenlabs.com/executive-summary-template-for-startups/>
* <https://kopywritingkourse.com/one-pager-examples/>

Executive summaries are important tools for investors, who review these as they sift through applications in order to decide which to read.

Your investment needs executive summary must:

1. Capture interest, investors see hundreds of pitches.
2. Inform and engage the audience.
3. Spell out your unique selling proposition (USP), how you stand out from the competition.
4. Identify the market and customers, who will buy it and who will use it (not always the same people).
5. Explain how much you are fundraising, and what you want to spend it on.
6. State key milestones, achieved to date and in the future.

You can either follow the template provided or build your own. You must upload the one-pager as part of your answer.