**Executive Summary Template**

Preparing an Executive Summary

Whether you have an exciting new concept or you are a fully operational company seeking investment, the engagement process at Rev1 Ventures begins with a written summary of the opportunity. As you gather information, keep in mind that the best executive summaries convey new ideas in a clear and concise manner by presenting a lot of information in as few words as possible. Typically in the length of about 1 - 2 pages you should be able to describe your concept or business, what it will do, how it is different, and why it will be exciting to prospective investors.  In your written summary, please address the following 10 questions if possible:

* + - 1. What is the story so far?

Describe where you are today; what you have accomplished to date, what makes this business important to you.

* + - 1. What is the problem that you have identified? (150 words or less)

What is the unmet need you are trying to fix, or what is the opportunity you are creating? What evidence do you have to show that the problem/opportunity exist?

* + - 1. What is your solution to fix the problem you have identified? (200 words or less)

Describe your product and how it addresses the problem identified.

* + - 1. How large is the market opportunity? (150 words or less, tables help)

Describe the market; what is the total addressable size?  Is the current market growing, mature or declining?  How much of it can you expect to capture?  Are there any barriers to entering?

* + - 1. What are the competing solutions? (100 words or less)

Identify any substitute products or other competitors in the market that you are entering.  What is your one largest competitor, what are their strengths and weaknesses?

* + - 1. How do you do it – what makes you unique? (200 words or less)

Describe the key differentiating factors that will allow you to gain, sustain and grow in your target market. What about your product or team makes you unique compared to your competitors.

* + - 1. Who will buy this? (100 words or less)

Describe your ideal customer and how you plan on reaching them (i.e. direct sales, SEO, print ads, etc.). What is your sale’s cycle like?

* + - 1. What do you expect to accomplish within the next 90/180/365 days? (100 words or less)

Describe the major milestones (with time-frames and challenges) for developing your business or concept.

* + - 1. Are you seeking funding? If so, how much are you seeking and how will you use the money? (100 words or less)

Explain how much money you require and how you will use the proceeds of any investment.

* + - 1. Who are you and your strategic partners? (100 words or less)

Describe the principle participants in the business and the positions that need to be filled.  Also describe any strategic relationships with partners or customers who will cooperate with you in the early stage of the business.  If you have not developed any partnerships, describe who you will pursue and why.