

Sample Executive Summary

[COMPANY NAME AND LOGO]

Business Overview

[One brief paragraph about Company and its Borrowers]

What Problem Does the Company Address

[One-two paragraphs explaining what the current state of affairs is in the Company's industry and why that is not the optimal state. Explain how long this inefficiency has lasted and what, if any, attempts at curing the inefficiency have been made.]

How does the Company Solve the Problem

[Describe here, in detail permitted in one-two paragraphs, the Company's solution to the inefficiency described above. Describe scalability, if any, to other verticals/industries with similar inefficiencies.]

What is the Market for the Company's Solution?

[Describe the target market for the Company's solution--break it down into the initial market and the expanded/scalable market, if applicable. This is one of the most important sections of this executive summary--you must demonstrate a clear understanding of the market and why it needs your solution. You could have the greatest solution, but if the market won't pay money for it, you'll never sell it to investors.]

How will you Access the Market

[Describe here your path to monetizing your solution. Discuss the marketing necessary to gain market traction and the proof of model you've realized to date with respect to such sales/market access.]

Milestones/Awards

[Describe milestones achieved, if any, and awards, press coverage, etc..., if any]

Management

[Include a very brief description of Management]

Fundamentals

Headquarters: Year

Founded: Webpage:

Ownership: [%]

by Founders: [%]

by Investors: [%]

Company Management Team

[List]

CEO, Founder: CTO:

CMO:

[COO, CFO, etc...]:

Investment Considerations/Value Proposition: [These are examples--make specific to your company. Keep it short—bullet points—here in the margin]:

- Substantial opportunity in a growing lucrative market;
- Rapidly expanding consumer base;
- Low overhead and highly leveragable business model;
- Expanding gross and operating margins;
- Impressive and growing lists of clients;
- Exclusive distribution and marketing agreement with Person;
- Highly experienced and visible management team.

Financial Snapshot

(\$in mm)

Revenue: EBITDA:

2010 A: 2010 A:

2011 E: 2011 E:

2012 E: 2012 E:

[Include Pie Charts and Bar Graphs to illustrate the financial projections]

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