

Executive Summary Requirements

The Executive Summary has the following requirements:

- Maximum of five (5) pages **including** any tables, graphs, photos and financial projections
- Minimum 10-point font size

Please include a cover page listing the following: Company Name, Contact Person, Address, Telephone and Fax Numbers and E-Mail Address. The Cover Page will NOT be counted when determining the 5-page limit. (Very Important)

The **criteria weights** for selecting the presenting companies were developed by sophisticated investors from around the country and indicate what emphasis investors place on various parts of the Executive Summary. **The summary should highlight the most important points of your business that will convince potential investors your venture will succeed.**

The Company (10% Weight)

- Define business purpose.
- Provide summary of your company's history and current status, including whether the company is publicly or privately held.
- State overall corporate strategy and objectives (i.e., to go public, to command a certain market share or reach a given level of sales in an established time frame, etc.).

The Products and Services (20% Weight)

- Describe important features and benefits - relate to market needs and to the competition.
- Describe existing products and status of new projects (projected release dates, expected product life, and potential revenues, etc.).
- Discuss pricing and margins for both your products and your competitors' products.
- Explain proprietary position - trademarks, patents, trade secrets, special production skills, process, etc.
- Articulate any relevant regulatory or environmental issues.

The Market & Marketing Strategy (30% Weight)

- Market analysis - size, anticipated growth, key changes, trends, etc.
- Market strategy - How are you going to reach the market? What are your channels and costs of distribution, promotion, pricing, etc.?
- Product/service - What makes you different? What gives you a special advantage?
- Evaluate competition - Who are they? How much of the market do they control? What are their advantages/disadvantages?
- Discuss the issues or circumstances that "drive" or create the market-What compels people to buy?

Management (30% Weight)

- Give brief backgrounds of key individuals-Specifically why they add value to the company, their past successes and achievements, etc.
- History of working together as a team.
- Identification of immediate and future personnel needs and initial organizational structure.

Financial Summary (10% Weight)

- Provide revenues, income and expenses projected over 3-5 year period. Justify your financial assumptions. Include any past financial history.
- Define funding requirements-How much is needed at each stage of development within the next five years.
- Describe the history of previous investments.
- Indicate an exit strategy (i.e., mergers, acquisition, or initial public offerings). Compare with similar businesses and their results.