Executive Summary Instructions

Attach a **one-page** executive summary in a format similar to examples provided. The executive summary is the most important part of your application. It is your opportunity to tell us about your company and why it is a good investment opportunity. We know it is challenging to get it all on one page, but as the examples show, it can be done. Please feel free to edit the template as you see fit. Just make sure you include all the information and limit yourself to one page.

The executive summary should describe:

* The product or technology you will provide; the problem your company addresses and the customer segment you will target
* Your company’s current stage (e.g. development, working prototype, pre-revenue, revenue etc.)
* Your go-to-market strategy; your solution and customer value proposition
* The competitive landscape and your competitive advantage
* Development milestones that you will achieve with the proposed round of funding; anticipated follow-on funding needs
* Current burn rate and number of employees
* Your business model and monetization strategy
* Your exit plans and any recent comparable exits
* Funding to date with sources and percentage of ownership by founders and key employees
* Amount of capital you are seeking and your pre-money valuation

When you are finished with your summary, please save it as a PDF and upload it on the website’s Apply page (under Step 3). We look forward to learning more about your company.

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| **Company Name**  ***[Tag Line]***  **Founder Name:**  **Company website:**  **Founder email:**  **Founder Phone**  **Product:**  **Location:**  **Number of employees:**  **Valuation:**  **Financing sought:**  **Current investors:**  **Status:**  **Use of funds:**  **Exit:**  **Patents Pending:** | **Problem:**    **Solution:**  **Target Market:** |
| **Market Size:** |
| **Sales and Marketing Strategy:**  Pot**ential Channel Partners:** |
| **Management:** | **Competition-Market Positioning:**  **Business Model:** |