

A guide to creating
a compelling one-page
Executive Summary
to send to prospective investors

“The Executive Summary”

- Target audience: Investors and introducers
- Format: One page PDF that can be sent in an email
- Content:
 - ✓ A *concise* introduction to the business proposition and investment opportunity
 - ✓ A snapshot of the key elements of your business plan and funding requirement that perfectly aligns with your deck
- Style: Well formatted, formulaic and on-brand
- Objective: For the investor to feel compelled to know more

Keep the same ‘narrative’ that you have in your pitch deck

The: <i>Innovation</i> (Introducing the risk proposition)				<i>Opportunity</i> (Evaluating the risk)		<i>The Plan</i> (Mitigating the risk)				<i>Offer</i> (‘Pricing’ the risk)	
1. Title + Mission	2. Problem	3. Solution	4. USP	5. Market	6. Com- petition	7. Business Model	8. Timeline	9. Team	10. Finances	11. Use of funds	12. The ‘Ask’
We are here to present this great venture and our <i>mission</i> is..	This is broken / inefficient / outdated / problematic / expensive	This is how we fix it / do it better / make it cheaper / have impact	This is why our solution is <i>unique</i> and why only we can deliver it	We are going after X% of this valuable market and it’s worth...	This is who we are up against and this is why we are better..	This is how we sell (3) to make money from (5) (Lots of it)	This is our progress and traction to date. And this is our timeline from <i>now</i> ...to EXIT	We have a credible committed team. We will hire into the gaps	This is our forecast for the next 5 years – see how it curves up!	This is our failsafe go-to-market strategy, it costs X and this how we will spend the money	So we need to raise X. We can offer a great % ROI!

The Executive Summary - In parts

The INNOVATION

- The problem
- Your solution

The Opportunity

- Competitive advantage
- Market traction

The Plan

- Business model
- Timeline
- The Team
- Finances

The Offer

- What you want
- Financial projections
- Investment proposition
- Use of funds

Good visuals to include:

Simple timeline with milestones



Key Team members

OUR TEAM



EXECUTIVE DIRECTOR
Dr. Joseph Smith



TEAM LEADER
Jacob Fitzgerald



PROGRAMMING
Daniel Andrews



DESIGN
Mona Rolanda



MARKETING
Julia Applegate

Your product or service

A graphic or a photo that can bring it to life



Summary

- A good executive summary will open doors
- It's formulaic but also needs to be unique to your company
- Checklist:
 - ✓ Be compelling
 - ✓ Tell your story
 - ✓ Make it stand out and professional
 - ✓ Highlight your business proposition and the opportunity for an investor
 - ✓ Cover all the key areas
 - ✓ Make sure your executive summary is aligned with your pitch deck (same numbers / kpi's / milestones and language)