

Company Logo placeholder

Executive Summary

[Company Name], [Street Address], [City, ST ZIP Code]

[Web site] [e-mail] [phone]

Our investment Premise – Our Story

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Your opening paragraph is the most important words you will write, you need to grab the reader's attention immediately. Open with your best information on why your investment premise makes sense and why the person needs to keep reading. You need to be concise. Some questions to consider:

What is the market need?

How did you get where you are today?

Why is this a compelling business model?

How and why are you positioned to win?

The problem

Describe the business challenge you are solving.

What is the pain you are solving?

What is the current state of the market?

Why is the market ready for change?

Why is this such a problem for the target market?

Does the target market understand that there is a problem?

Milestones achieved to date

? Milestone 1

? Milestone 2

? Milestone 3

? Milestone 4

Our Solution

Describe your solution.

What is the solution you are proposing to the problem identified above?

Why is your solution compelling to the target market identified below?

What advantages does your solution offer to the market?

Why would someone consider your solution?

What metrics would someone use to determine your products value. (Does it reduce time to market? Is it less expensive? Does it create a competitive advantage for the customer?)

Who are the decision makers in the target market?

Using this approach, you soon will be a pro at writing perfect-length articles and adapting existing articles to the space you have.

*Milestones to be achieved
within 12 months*

? Milestone 1

? Milestone 2

? Milestone 3

? Milestone 4



Caption describing picture or graphic.

The Target Market

Describe the target market.

What market are you targeting?

Why is this an attractive market?

How will you compete in this target market?

What is your pricing and delivery model?

Why is this target market in a position to want your product or service?

What does the sales cycle look like? How much time and money does it to close a sale?

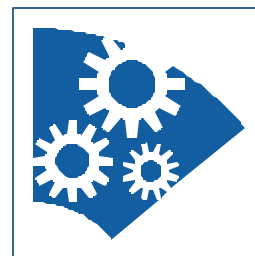
Our Team

Describe the members of your executive team. You may want to consider placing pictures of the key members to the right. Insert pictures as necessary.

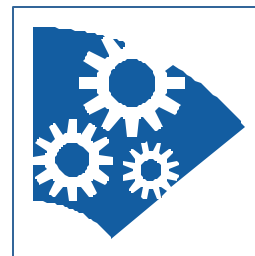
Focus on what each team member brings to the table.

Why would an investor fund this team?

What industry experience and background does each team member have that creates a compelling business case for an investor?



Caption describing picture



Caption describing picture

The Numbers

Describe the financial situation of your company.

Do you have revenue?

What are the costs associated with getting a sale?

When will you be profitable?

Is the product or service ready or will you need continued R&D?

You may want to consider showing this information in table or graphical format.

“To catch the reader’s attention, place an interesting sentence or quote from the Numbers here.”

Competition

This is where you describe the competition.

Who is your competition?

What do they offer that can create risks or opportunities for you going forward?

How are you positioned to capitalize on the competitions weaknesses?

How will the competitors respond to your entry into the market?

What are your competitive advantages?

Why Us? Why Now?

This is where you tell the reader what you are asking for and why the investment will pay off. Questions to consider:

How much are you asking for?

What will the money be used for?

How will the investment result in your achieving the milestones you have identified as targets to achieve in the next 12 months?

Why will you win in the marketplace?

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[Address 2]

[City, ST ZIP Code]

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[phone]

Fax:

[fax]

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[e-mail]