

Outline for Two Page Executive Summary

Overview of the Executive Summary

The executive summary is the snapshot of your company. It is your resume. It is your complete business plan condensed into two pages. In many cases, the information in the executive summary is all you get to present your case to potential partners, investors and others whose attention you want to capture. It needs to say as much as possible in as few words and least space as possible. It has to address all the basic questions about your company and why anyone besides you should care.

A good method is to take your business plan or whatever strategic and tactical documents you have and write a summary of each section. Then challenge yourself to cut it by 25% by saying the same thing in fewer words and getting rid of anything that isn't vitally important. Then repeat the process one or two more times. Take to heart the words of Antoine de St. Exuprey:

“... perfection is finally attained, ... when there is no longer anything to take away.”

General Tips

- Do not write to a technical audience. Assume the reader knows nothing about your technology. Use plain everyday language devoid of technical jargon.
- Pictures do say a thousand words. Use simple tables, charts and graphs where appropriate.
- Two column formats convey a more professional appearance.
- Your company logo always brightens up the page but make sure it is sized appropriately and looks good when photocopied. The same goes for color charts. Your executive summary may get photocopied or scanned so make sure nothing gets lost in charts and graphs.
- The order of the various sections of the executive summary is largely up to you and how you decide it should flow. Be mindful of the audience and place the most relevant information in the front. The outline below represents a typical flow but feel free to personalize it. You may not need or want to include every section and you may choose to emphasize one section more than another.
- Test your final product on someone who is interested but uninitiated – like a spouse or friend. If they get it, you've got it.

Company overview

- Brief history
- Description of business, market, technology – brief and in plain English
- Goals
- Mission

Value Proposition

- Describe the need for your product in terms of “customer pain”. What is the problem that needs to be solved?
- How does your product solve that problem?
- How is your solution differentiated from any other choice in the market?

Business Model - How do you make money?**Market Opportunity**

- Indicate value of market in dollars in the specific market you are participating.
- Growth potential of the market , in dollars, over time

Products and Services

- Non-technical descriptions
- Use a perspective of the customer’s benefit

Competitive Landscape

- Who are the major players?
- How much of the market do they command?

Intellectual Property/Barriers to Entry - Patents, trademarks, proprietary processes, etc**Key Development Milestones****Funding Strategy**

- Funding sources and timing
- Future funding needs

Management Team**Board of Directors and Advisors****Strategic Partners**

Technical, Financial, Legal, Business Development

Key Contact information