**What is an Executive Summary?**

It's a page that explains your business clearly so the reader will want to learn more.

Yes, 1 page is standard. It's a snapshot, not a letter.

**Who is the Audience?**

Primarily potential investors or partners (biz dev).

**What makes a good Exec Summary?**

It's easy to read, ok design (doesn’t hurt your eyes), and has the right info on it.

* People will skim vs. read it, so if it has too much text and the text is small, forget it.
* If it doesn’t have financials like burn rate: sketchy.
* If it has too much self promotion like PR links: bull.

**What goes in it then?**

The left (or right) side is literally a “side bar” as in "how do I contact you, how many years have you been in biz, how much money do you have left?". The main part is literally explaining in 1 page what the problem is you’re solving, how it’s different from everyone else, how big the market is, how you intend to make money, and who you are attempting to do this with.

CONTENT

[Sidebar]

Founded – year

Funding History -

Monthly Burn -

Founders - First Last CEO, First Last CTO, First Last VP of Sales

Team Composition - 4 total, 3 founders, 1 Sales/Biz Dev

Current Investors -

Network - Advisors if applicable

[Main]

Summary -

Problem -

Solution -

Traction -

Business Model -

Team -

**Delete this page and use the template below.**

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| --- | --- |
| [LOGO]  **Founded** – year  **Funding History**  ...  **Monthly Burn**  $xk  **Founders**  First Last CEO,  First Last CTO,  First Last VP of Sales  **Team Composition**  4 total, 3 founders, 1 Sales/Biz Dev  **Current Investors**  ...  **Network**  Advisors if applicable | EXECUTIVE SUMMARY  **Summary**  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.  **Problem**  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.  **Solution**  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.  **Traction**  Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.  **Business Model**  Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.  **Team**  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. |

DESIGN EXAMPLE

