



# ONE-PAGE EXECUTIVE SUMMARY

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Create a very short executive summary sheet to synthesize your idea and share it with others. You will find this helpful to explain what you are working on, and to recruit mentors, advisors, key team members, investors or strategic partners. Customize the template with your branding.

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## GENERAL OVERVIEW



The executive summary is essentially your business resume. It is a one page document of approximately 1,000 words that can stand alone if it is separated from the rest of the plan. It should very quickly and clearly convey to the reader the key elements of your business or idea: The problem you are solving; your solution and its competitive advantage; the industry, total addressable market, size and growth potential of your target market; the business model and how you will make money; your path to market and sales channels; skills and experience of your team; stage of growth; roadmap; and the funding gap or other need you are seeking to fill. The reader should be able to easily discern the nature of the business, status of the venture, traction to date, and understand its overall growth potential. Use it to clearly describe your compelling value proposition.

A sample template is on the reverse.

**This document is your company calling card. Have it handy and use it often.**

# YOUR LOGO

## COMPANY PROFILE

**INDUSTRY:** i.e., Cleantech

**FOUNDED:** The year you started working on this

**LOCATION:** City, State

**EMPLOYEES:** # of employees, interns, and team members

**FUNDRAISING:**  
Stage (i.e., Concept, Startup, Seed, A Round)

Funds raised to date.  
Amount of investment that venture is currently seeking.

**VERTICAL:** Niche within your industry (i.e. energy controls)

**PATENTS/IP:** List any and filing status, N/A if not applicable.

**EXECUTIVE TEAM:** Founders

**ADVISORY BOARD:** Names, Companies

**KEY COMPANY CONTACT:**

Name | Title | Phone | Email

Put your company URL here.  
Include social media handles.

**TAGLINE:** What is the company about? (four to six words that convey it)

**SUMMARY:** High level description of your business that frames the industry and your business thesis. This is **not** a detailed description of your product's features or specific services you provide. This is the *why* of your business. Make it simple and understandable. Be precise and clear. Do not use jargon or try to be clever here.

**PROBLEM:** The problem statement is the premise of your business thesis.

What is the problem you are solving? How do you know there is a need for this product, service, facility, or technology? What primary and secondary research proves the existence of a significant problem? Can you point to customer discovery data?

What forces are driving this particular problem: market, political, economic, social?

How does this create a window of opportunity?

**SOLUTION:** This is the most critical section of your one-pager. Describe the product, service or technology you are developing in as much detail as possible, given the space constraint. What's the value proposition? Be very specific.

What makes your solution unique?

What value will you be delivering to your target market?

How does your product/service/technology solve the problem identified above?

Where are you on your development roadmap? When will you have a MVP?

What are next milestones and when do you expect to achieve them?

**TARGET MARKET:** This section should combine a quantitative analysis of your market (size, growth rate, location) with a qualitative discussion of your target user (psychographic, demographic, and behavioral). Demonstrate a thorough understanding of your market and its participants, as well as your go-to-market strategy. How are you reaching customers with the right message, at the right time, with the right offer?

**COMPETITIVE ADVANTAGE:** Every business has some sort of competition—direct, indirect, substitution. The worst thing you can say is that you have zero competition.

What products or services do your competitors offer? At what price point?

How are you different from your competition? and what is your value proposition?

**BUSINESS MODEL:** Use this section to describe how your business will make money.

What is your basic business model? B2B, B2G, B2C or a hybrid model? If multiple, what is the mix?

What is your path to market? What are your sales channels: wholesaler/distributor, direct/indirect, value-added reseller, dealer, retail, on-line? What is the mix?

What are your key revenue drivers? Are they multiple revenue opportunities? What are key cost factors? What is your pricing strategy?

When do you hit breakeven and profitability? What is your growth curve? Where are you in three to five years in terms of sales?

What are you looking to raise, and what milestones will you reach with that funding?