**Executive Summary**

*This document describes the entirety of the business in a few pages. This will likely be the only document a prospective investor reads initially, and hence brevity, conciseness, and clarity are of the utmost importance. This document is designed to guide you on the creation of the critical components of this document, and provide examples of appropriate content for each section.* *Instructions: Read each section and fill it out using the instructions and examples to guide you. Once you have completed the section, erase the instructions that appear in italics.*

***Overview***

*<Product name> is a <type of product/category description> that delivers <statement of benefit>. Unlike <specific competitor or competitive category>, <product name> provides <statement of differentiation>.*

***Problem***

*This section consists of a short story that concisely identifies the problems the product is designed to solve. Educate us – what is the current state of the world? Tell us – why is this a problem, and for whom is it a problem? Inspire us – what could a customer achieve with the product that currently isn’t possible? Use declarative sentences with simple words to communicate each point. Less is more.*

***Opportunity***

*This section consists of a few paragraphs that define the market opportunity that the product is designed to capture. It’s important to cover the estimated size of the market, the estimated growth of the market, and the characteristics of the target customer.* *For example:*

***Business Model***

*This section consists of a few paragraphs that describe how the product will make money. How does the customer purchase the product? Is the product sold directly to the customer or provided as a subscription-based service? For example:*

***Financials***

*This section consists of one or two paragraphs or a handful of bullet points that describe the economics of the business.*

***Submitting this document…***

Your executive summary should be no more than five pages, single-spaced, in Times New Roman 12 point font. Once you have completed your document save it under your