Executive Summary Template

What We Do
What your product is (a website, app, service, technology, etc.), and what it does. Why you created it (i.e. what pain it solves).

- ✓ *Keep it short and memorable, Imagine it as a tweet (Describe your business in 140 characters)*
- ✓ *Your parents should understand your tweet*

The Need and Market Opportunity
The need that your product is solving. How people are currently solving this need.
The size of the market opportunity in actual figures. Any positive trends in the market, including forecasted growth trends.

- ✓ *Try to emphasize exactly how the process they are using is painful and inefficient.*
- ✓ *To size the market, you first need to clearly identify your target market segment(s), and then find out how many people make up that market segment.*
- ✓ *Make sure your facts are backed by solid sources.*

Product and Technology
Exactly what your product is, and what it does in more depth than your one-liner. A step-by-step walk through of how the product works from a user's perspective. Anything specific worth mentioning about special/unique technologies in your system. Whether you have any exclusive/proprietary rights or patents on that technology.

- ✓ *Don't get into features or other specifics – only focus on the "bare bones" core aspects of the product that are required to solve the problem you are solving.*
- ✓ *Focus on the special or innovative aspects of how you built the product.*

Competition and Differentiation
How you decided to group your indirect and direct competitors, and why you grouped them that way. What these competitors lack, or why their solutions are unable to solve the need that your product solves.
How your product is different from that of your indirect and direct competitors. Why your product is better than the alternatives.

- ✓ *Mention a few of your competitors by name if they have big names, or if their solution is very similar to yours.*
- ✓ *Take what you wrote about what your competitors lack, and write how your product fills those gaps.*
- ✓ *Again, don't focus on specifics, but rather give strong, high-level reasons why your product is better.*

Go-to-Market Strategy
Which customer segment(s) you plan to initially target, and why you chose those segment(s). How you plan to reach those customers (direct, via partnerships, via channels, etc.).

- ✓ *The single most important requirement of your go-to-market strategy is that it's SCALABLE, meaning that you can use it to reach a critical mass of customers in a short period of time.*
- ✓ *Usually, this means forming strategic partnerships with collaborators who are complementary to your service, and for whom you can create real value by working together.*

A little about yourself