

Company Name

Executive Summary

[Company Name], [Street Address], [City, ST ZIP Code]
[Web site] [e-mail] [phone]

Our Investment Premise – Our Story

Your opening paragraph is the most important words you will write, you need to grab the reader's attention immediately. Open with your best information on why your investment premise makes sense and why the person needs to keep reading. You need to be concise. Some questions to consider:

What is the market need? Avoid the obvious, such as rising oil prices or greenhouse effectbe more specific about what and where your product is needed.

What is your competitive advantage / value proposition? Investors may see many similar technologies (eg: solar power. Tell why what you are doing isn't just different, but how it is better.)

Describe why this is a compelling business model. Show how you will make money / who will pay you for your product.

How and why are you positioned to win? Why will you succeed where others may have failed?

Indicate whether your product is at the concept stage, in development, or ready for market.

In the mind of the investor, you are trying to mitigate four risks: market, technology, management, and finance.

Company milestones achieved to date (in clude items like: funds raised to date, current customers, and strategic partners

- *Milestone 1*
- *Milestone 2*
- *Milestone 3*
- *Milestone 4*

The problem

Describe the business challenge you are solving.

What is the customer's pain you are solving?

What is the current state of the market?

Why is the market ready for change?

Does the target market understand that there is a problem?

Why is this technology a solution for the target market?

Our Solution

Describe your solution.

What is the solution you are proposing to the problem identified above?

Why is your solution compelling to the target market identified below?

What advantages does your solution offer to the market?

Why would someone consider your solution?

What metrics would someone use to determine your product's value? (Does it reduce time to market? Is it less expensive? Does it create a competitive advantage for the customer?)

How is your intellectual property protected? Do you have patents received or pending?

Milestones to be achieved within 12 months

- *Milestone 1*
- *Milestone 2*
- *Milestone 3*
- *Milestone 4*

The Target Market

Describe the target market:

What market are you targeting?

Why is this an attractive market?

How will you compete in this target market?

What is your pricing and delivery model?

Who are the decision makers in the target market?

Why is this target market in a position to want your product or service? If you have any third party validation (sales from customers or references from potential customers, letters of intent), it is recommended to include them here. Brief customer quotes are also helpful.

What does the sales cycle look like? How much time and money does it take to close a sale?

Competition

This is where you describe the competition. This is best displayed on a grid showing you and your closest competitors in a close comparison (see table below). Make sure to address the competition, but don't spend all of your valuable real estate on an executive summary on other companies' products.

	Output	Cost	Speed	Weight
You				
Competitor 1				
Competitor 2				

Who is your competition?

What do they offer that can create risks or opportunities for you going forward?

How are you positioned to capitalize on the competitions weaknesses?

How will the competitors respond to your entry into the market?

What are your competitive advantages?

The Numbers

Describe the financial situation of your company. General rule: you want to demonstrate that the amount you are asking will be returned with at least ten times the investment within a few years' timeframe.

Do you have revenue?

What are the costs associated with getting a sale?

When will you be profitable?

Is the product or service ready or will you need continued R&D?

You may want to consider showing this information in table or graphical format.

	2008	2009	2010	2011	2012
Revenue					
Expenses					
COGS					
EBITDA					
Net					

Our Team

Describe the members of your executive team. Insert pictures as necessary. The ideal team has an experienced CEO and management team who has successfully built and exited a similar company in a similar industry. If you don't have exactly that, focus on your strengths that come closer to demonstrating that you know how to build a cleantech company. If you are looking for management team members, even a CEO, state that here.

Focus on what each team member brings to the table. Talk about *relevant* experience.

Why would an investor fund this team?

What industry experience and background does each team member have that creates a compelling business case for an investor?

DO NOT include full resumes here. A short paragraph on each describing relevant experience (bio) is all that is needed.

Conclusion

Why Us? Why Now?

This is where you tell the reader what you are asking for and why the investment will pay off. Questions to consider:

How much are you asking for?

What will the money be used for?

How will the investment result in your achieving the milestones you have identified as targets to achieve in the next 12 months?

Why will you win in the marketplace?

Finally, DO NOT include extra attachments, newspaper articles, letters of intent (though you can refer to them in your text).

[Company Name]

[Street Address]

[Address 2]

[City, ST ZIP Code]

Phone:

[phone]

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[fax]

E-mail:

[e-mail]