



Tips for Preparing Your Executive Summary

Whether you have an exciting new concept or you are an operating company seeking pre-seed capital, the engagement process at TechColumbus begins with a **written summary of the opportunity**. Of course you may not know all of this information yet, which is why you are contacting us. As you gather your information, keep in mind that the best executive summaries convey new ideas in a **clear and concise manner** by presenting a lot of information in as few words as possible—**typically not longer than 2 or 3 pages**. It is important to describe your concept or business, what it will do, how it is different, and why it will be exciting to prospective investors.

In your summary, please address the following questions:

1. **What do you do?** Provide a description of your idea or the business proposition. Describe the significant problem that your concept or business addresses.
2. **How do you do it – What makes you unique?** Describe the key differentiating factors that will allow you to gain, sustain and grow a market position (explain your advantage).
3. **How do you make money?** Describe the revenue model. Provide details of the primary revenue source and mention others if appropriate.
4. **Who will buy this?** Describe the market, the purchase decision makers in the market, the sales and distribution channel(s), and the sales cycle. Insure that the information is specific to your opportunity rather than a generalization of the industry.
5. **How large is the market opportunity?** What is the size of the specific market and how much of it can you expect to capture annually over the next few years.
6. **What are the competing solutions?** Describe existing alternative products or solutions. Describe how your solution is superior to the competition.
7. **When do you expect to be successful?** Describe the major milestones (with time frames and challenges) for developing the business or concept.
8. **Who are you and your strategic partners?** Describe the principle participants in the business and the positions that need to be filled. Also describe any strategic relationships with partners or customers who will cooperate with you in the early stage of the business. If you have not developed any partnerships, describe who you will pursue and why.
9. **What do you need to be successful?** Describe what you feel is needed to meet the business objectives.
10. **If you are seeking funding, how much are you seeking and how will you use the money?** Explain how much money you require and how you will use the proceeds of any investment.

Please submit your 2-3 page executive summary to Chris Anderson at canderson@TechColumbus.org.