

Form 3 A: Template for an Executive Summary

[Cover Page]

[Company Logo]

**** CORPORATION

Executive Summary

[DATE]

[Footer for cover page:]

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[Header for each page following the cover page:]

Executive Summary [Date]

[Company Name]

[Bullets and summary information are to be provided in the left-hand column of the summary and more detailed information is to be provided in the text in the right-hand column:]

<p>Headquarters: [Address 1] [Address 2] [City], [State] [Postal Code] www.[url].com</p> <p>Founded: [Month, Year]</p> <p>Domicile: [State]</p> <p>Employees: [No. of Employees]</p> <p>Status: [See Definitions]</p> <p>Stage: [See Definitions]</p>	<p>Business Description</p> <p>[Describe the business concept for the business the company is in or will be in. Be sure the description of the concept explains how the product or service will fundamentally change the way customers currently do things. Identify when the Company was formed, what it will do, what is special or proprietary about its product, service, or technology, and so forth. Include summary information about any proprietary technology, trade secrets, or unique capabilities that give the company an edge in the marketplace. If the company has existed for a few years, a brief summary of its size and progress is in order. Try to make the description 25 words or less, and mention the specific product or service.]</p>
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<p>Key Industry Statistics:</p> <p>Market Data (mm/dd/yy): Symbol: Share Price: Shares Outstanding: Fully Diluted Shares: Market Capitalization:</p> <p>Recent Events: d-yy: [Event 1] d-yy: [Event 2] d-yy: [Event 3] . . .</p>	<p>Opportunity and Strategy</p> <p>[Summarize what the opportunity is, why it is compelling, and the entry strategy planned to exploit it. This information may be presented as an outline of the key facts, conditions, competitors' vulnerabilities ("sleepiness," sluggishness, poor service, etc.), industry trends, and other evidence and logic that define the opportunity. Note plans for growth and expansion beyond the entry products or services and into other market segments (such as international markets) as appropriate.]</p>												
<p>Strategic Partners: - [Strategic Partner 1] - [Strategic Partner 2] - [Strategic Partner 3] . . .</p> <p>Distribution Channels: - [Channel 1] - [Channel 2] - [Channel 3]</p> <table border="0"> <thead> <tr> <th><u>Date</u></th> <th><u>Title</u></th> <th><u>Status</u></th> </tr> </thead> <tbody> <tr> <td>MM-YY</td> <td></td> <td></td> </tr> <tr> <td>MM-YY</td> <td></td> <td></td> </tr> <tr> <td>MM-YY</td> <td></td> <td></td> </tr> </tbody> </table> <p>Representative Customers: - [Customer 1] - [Customer 2] - [Customer 3] . . .</p> <p>Primary Competitors: - [Competitor 1] - [Competitor 2] - [Competitor 3] . . .</p>	<u>Date</u>	<u>Title</u>	<u>Status</u>	MM-YY			MM-YY			MM-YY			<p>Target Market and Projections</p> <p>[Identify and briefly explain the industry and market, who the primary customer groups are, how the product(s) or service(s) will be positioned, and how the company plans to reach and service these groups. Include information about the structure of the market, the size and growth rate for the market segments or niches the company is targeting, unit and dollar sales estimates, anticipated market share, the payback period for customers, and the pricing strategy (including price versus performance/value/benefits considerations).]</p>
<u>Date</u>	<u>Title</u>	<u>Status</u>											
MM-YY													
MM-YY													
MM-YY													
<p>Patents:</p>	<p>Competitive Advantages</p> <p>[Indicate the significant competitive edges the company enjoys or can create as a result of its innovative product, service, and strategy; advantages in lead time; competitors' weaknesses and vulnerabilities; and other industry conditions.]</p>												

<p>Board of Directors: [Chairman] [Board Member 2], [Committee] [Board Member 3], [Committee]</p> <p>Investors:</p> <table border="0"> <tr> <td><u>Investment Firm</u></td> <td>Participating <u>Round #(s)</u></td> </tr> </table> <p>Advisors:</p>	<u>Investment Firm</u>	Participating <u>Round #(s)</u>	<p>Management and Ownership [Summarize the relevant knowledge, experience, know-how, and skills of the lead entrepreneur and any team members, noting previous accomplishments, especially those involving profit and loss responsibility and general management and people management experience. Include significant information, such as the size of a division, project, or prior business with which the lead entrepreneur or a team member was the driving force.]</p> <p>Directors' Biographies [Include biographies of all directors and emphasize how each will contribute to the Company's success.]</p>																		
<u>Investment Firm</u>	Participating <u>Round #(s)</u>																				
<p>Management Compensation: [Management Compensation Table]</p> <p>Employee Breakdown (mm-dd-yy): Senior Management Sales & Marketing Research & Development Marketing Support Staff Administrative Support Staff</p>	<p>Executive Management Biographies [For each key person, describe in detail career highlights, particularly relevant know-how, skills, and track record of accomplishments, which demonstrate his or her ability to perform the assigned role. Include sales and profitability achievements (budget size, numbers of subordinates, new product introductions, etc.) and other prior entrepreneurial or general management results.</p> <p>Describe the exact duties and responsibilities of each of the key members of the management team.]</p>																				
<p>Financing History:</p> <table border="0"> <thead> <tr> <th><u>Date</u></th> <th><u>Type</u></th> <th>Amount Raised (\$MM)</th> <th>Post Money Valuation (\$MM)</th> </tr> </thead> <tbody> <tr> <td>MM-YY</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>Capitalization (\$MM) (dd-mm-yy): Long-term Debt Convertible Debt Series [x] Preferred Common Stock</p>	<u>Date</u>	<u>Type</u>	Amount Raised (\$MM)	Post Money Valuation (\$MM)	MM-YY				<p>Economics, Profitability and Harvest Potential [Summarize the nature of the "forgiving and rewarding" economics of the venture (e.g. gross and operating margins, expected profitability and durability of those profits); the relevant time frames to attain break-even and positive cash flow; key financial projections; the expected return on investment; and so on. Be sure to include a brief description of the contribution analysis and the underlying operating and cash conversion cycle. Use key numbers whenever possible.]</p>												
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MM-YY																					
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<p>Financial Performance (\$MM): <u>Year</u> <u>Sales</u> <u>COS</u> <u>R&D</u> <u>EBITDA</u> [provide historical and projected]</p>	
<p>Financing Status: Currently seeking \$[xx.x] million of [round #] round financing.</p>	<p>The Offering [Briefly indicate the dollar amount of equity and/or debt financing needed, how much of the company the company is prepared to offer for that financing, what principal use will be made of the capital.]</p>
	<p>Products and Services</p>
<p>[Product 1]</p>	<p>Describe in some detail each product or service.</p> <ul style="list-style-type: none"> • Discuss the application of the product or service and describe the primary end use as well as any significant secondary applications. • Emphasize any unique features of the product and how these will create or add significant value; also, highlight any differences between what is currently on the market and what the company will offer that will account for market penetration. Be sure to describe how value will be added and the payback period to the customer—that is, discuss how many months it will take for the customer to cover the initial purchase price of the product or service as a result of its time, cost, or productivity improvements. • Include a description of any possible drawbacks (including problems with obsolescence) of the product or service. • Define the present state of development of the product or service and how much time and money will be required to fully develop, test, and introduce the product or service. Provide a summary of the functional specifications and photographs, if available, of the product.

	<ul style="list-style-type: none"> • Describe any of the features of the product or service that give it an “unfair” advantage over the competition. Describe any patents, trade secrets, or other proprietary features of the product or service. • Discuss any opportunities for the expansion of the product line or the development of related products or services. (Emphasize opportunities and explain how the company will take advantage of the.)
[Product 2]	
[Product 3] . . .	
Contact for More Information:	

[Footer to be included at the end of the Executive Summary:]

This Executive Summary may contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. These statements can be identified by introductory words such as “expects,” “plans,” “intends,” “believes,” “will,” “estimates,” “forecasts,” “projects” or words of similar meaning, and by the fact that they do not relate strictly to historical or current facts. Forward-looking statements frequently are used in discussing potential product applications, potential collaborations, product development activities, clinical studies, regulatory submissions and approvals, and similar operating matters. Many factors may cause actual results to differ from forward-looking statements, including inaccurate assumptions and a broad variety of risks and uncertainties, some of which are known and others of which are not. No forward-looking statement is a guarantee of future results or events, and one should avoid placing undue reliance on such statements. The author claims the protection of the safe harbor for forward-looking statements that is contained in the Private Securities Litigation Reform Act.