

# 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

*This section consists of a few paragraphs that succinctly describe the product you intend to develop, the target market for the product, the benefit the product provides to that target market, the competitors for the product, and how the product is different from competitive solutions in the market. A sample overview paragraph might look like this:*

*<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>.*

*For example:*

*PayPal is a web-based payment service that allows buyers and sellers to transfer funds instantaneously while protecting against fraud and identity theft. Unlike credit cards, PayPal allows any merchant to accept funds, and allows customers to pay for goods without disclosing sensitive banking or personal information.*

Start typing here...

## 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.*

*For example:*

*Small web-based merchants are currently unable to sell their goods online due to their inability to process credit cards. Processing credit cards requires a merchant to acquire a merchant account from their bank, something that is*