

Company Name Here

Mission: Write here a mission line

Business Description: General nature of your company. By this section the stakeholders and reviewers must be persuaded of the uniqueness of your company and must gain an apparent idea of the market in which the company will be operated.

Company Background: A short summary of your company's background will be described under this section.

Products/Services: Write here briefly about products and services that will be offered by your company. Also provide here potential benefits for the company.

Technologies: Describe here what technologies will be used to entry for potential competitors.

Markets: A clear description of your target market along with market segments that may exist within that market will be provided here. Market size and growth rate should also be included along with this information. You can describe here your revenue models as well.

Distribution Channels: Point out which channels will be used to deliver your products/service to your target markets this will include:

- Systems integrators
- Independent software vendors
- Partner offerings
- Direct sales force
- Channel partner

Competition: Describe here any current or potential direct and indirect competition. State here competitive outlook and dynamics of the relevant market in which you will operate.

Financial Projections:

| | FY 2009 | FY 2010 | FY 2011 | FY 2012 |
|------------------|---------|---------|---------|---------|
| Revenue | | | | |
| Operating Income | | | | |

Solution Management:

- CEO
- CTO
- Finance
- Marketing
- Product Development etc...

Industry: i.e. Data Management

Number of Employees:

Financing Sought: \$2M

Use of Funds: i.e. Product development, marketing/sales, distribution, etc...

Checked By: _____

Approved By: _____

Executive Summary Template