

Executive Summary Template



Company ABC

Date
[Add Date]

Prepared by
Capidel Consulting

Table of Contents

Executive Summary.....	2
1. Company Overview	2
2. The Problem	2
3. The Solution.....	2
4. Market Opportunity	2
5. Business Model	2
6. Traction and Milestones.....	2
7. The Team	2
8. Financial Highlights.....	3
9. The Ask	3
10. Closing Statement	3

Executive Summary

1. Company Overview

- Business Name: [Your Company Name]
- Location: [Headquarters or Operating Region]
- Mission Statement: [Concise mission]
- Vision Statement: [Future aspirations]

2. The Problem

What gap or problem does your target market face?
Evidence or data point supporting this pain point

3. The Solution

How your product/service addresses the problem
Unique Selling Proposition (USP)

4. Market Opportunity

Size of the addressable market (TAM/SAM/SOM if known)
Target customer description

5. Business Model

Revenue streams (e.g. subscriptions, services, licensing)
Key distribution/sales channels

6. Traction and Milestones

Major wins to date (e.g. MVP launch, customer acquisition)
Future goals

7. The Team

Founders and leadership (names + relevant experience)
Key advisors or partners

8. Financial Highlights

Year 1–3 projections (revenue, profit, EBITDA if applicable)
Break-even estimate

9. The Ask

Funding request (e.g. \$250,000 seed round)
Use of funds summary (marketing, hiring, product development)

10. Closing Statement

Restate your value proposition
Thank you and CTA (e.g. Let's talk further...)