

NYS ESD – SBTIF: Company Executive Summary Template

(Company Name)

(Contact Name)

(Address: Street, Town, State, Zip)

Phone:

Email:

Fax:

Web Address:

Management (and % of time spent on this endeavor):

CEO

VP Sales/Marketing

VP Product Development

CTO

CFO

Etc.

Industry: i.e. Productivity Software

NAICS:

Number of Employees:

Bank:

Auditor/Accountant:

Law Firm(s):

Amount of Financing Sought:

i.e. \$2M equity; How far will this money take you?

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

Current Investors: (\$'s Invested and from whom – including \$'s from **founders and all current stockholders**); Any Venture Capitalists, Private Investors, Investment Banks? Personal, family/friends Funds?

Business Description: Concisely describe the nature of your business/company and idea. Discuss the uniqueness of the business and provide a clear idea of the market in which the company will operate.

1. Factors critical to your success?
2. How do you make money?
3. Do you have a compelling (what is your) value proposition?

Company Background: Provide a brief/concise summary of your company's background.

Management: List senior management and (relevant) prior experience. Also, please see chart on page 2.

1. Do you have a first-class team?
2. Where are the gaps in management?
3. Has the team done this before?

Products/Services: How will the company and product truly fill an unmet need in the marketplace? The characteristics that set the product and company apart from the competition should be identified and articulated here (competitive advantage).

1. What makes your company and its product(s) different?
2. What is a day like in the 'life of your user'?
3. Again, do you have a compelling, what is your, value proposition?

Technologies/Special Know-how: Please highlight whatever aspects of your product(s) that may be protected by current IP or patent law.

Provide evidence of how your offerings are different and will be able to create barriers to entry for current/potential competitors.

Markets: Provide a **clear** description of your target market, and any market segments that may exist within that market. Include potential market size and growth rate. Also, mention your revenue model in this section.

1. Are you addressing a large (how large?) and fast-growing market?
2. Again: growing at what rate - Annual growth rate?
3. Absolute size of addressable market is?
4. Any and all submarkets and their sizes are?

Distribution Channels: Indicate which channels will be used to deliver your products/service to your target markets (i.e. website, direct sales force, VARs, channel partners, etc.).

Competition: List any current, or potential, direct and indirect competition. Briefly describe the competitive outlook and dynamics of the relevant market in which you will operate.

Exit Strategy and necessary milestones for your business: Please, clearly and concisely, state your exit strategy, and the necessary milestones to achieve your business plan objectives. Milestones may articulate quarterly, semi-annual and annual objectives.

NYS ESD – SBTIF: Company Executive Summary Template

Financial Information: (\$'s in thousands; 000's)

- Notes: please add short and brief explanations, if necessary, including assumptions below this table.

	2004	2005	2006	2007	2008	2009
Gross Sales (000's)						
(Break out Sales by):						
Product Sales						
Consulting						
Other Services						
Licenses						
Services and Maintenance (software)						
Royalty Income						
Grant Revenue						
SBIR, etc.						
NIH, DOE, etc.						
TTIP, etc.						
Other non-product sales/revenue						
Product sales as % of Gross sales						
(please add rows as needed to describe additional Revenue/grant sources)						
(-)COGS						
Net Sales						
(-)Operating Exp						
EBIT						
(-)Tax						
Net Profit / Loss						
Profit Margin						
EBITDA						
Year-over-Year gross sales growth						
CAGR						
Cash on Hand						

PRO FORMA NUMBERS:

	2010	2011	2012	2013	2014	2015
Gross Sales (000's)						
(Break out Sales by):						
Product Sales						
Consulting						
Other Services						
Licenses						
Services and						

NYS ESD – SBTIF: Company Executive Summary Template

Maintenance (software)						
Royalty Income						
Grant Revenue						
SBIR, etc.						
NIH, DOE, etc.						
TTIP, etc.						
Other non-product sales/revenue						
Product sales as % of Gross sales						
(please add rows as needed to describe additional Revenue/grant sources)						
(-)COGS						
Net Sales						
(-)Operating Exp						
EBIT						
(-)Tax						
Net Profit / Loss						
Profit Margin						
EBITDA						
Year-over-Year gross sales growth						
CAGR						
Cash on Hand						

Management Information:

Position	Name	Filled/not Filled	% of Time spent on this Company	If not 100% of time and effort, please explain
CEO				
CTO/CIO				
CFO				
Product Development				
Engineering				
Marketing				
Sales				
Other positions (please add)				