

Business Summary Overview For Equity Funding



Below are essential topics to cover in your business presentation to potential investors.

Total length should be 2-4 pages.



- **Executive Summary:** 2-3 sentences
- **Industry**
- **Stage of Your Business (i.e. start-up/early, growth)**
- **Problem that your company solves:** 2-4 sentences
- **What is your product or service?:** 1-2 sentences
- **What is your opportunity?:** 5-8 sentences – usually includes total available market and sellable available market sizes by quantity and/or dollar amount
- **Competitive Landscape:** Perceptual map or list of competitors with their size, etc.
- **Your competitive advantage:** 2-4 bullets or sentences
- **Go-To-Market Strategy**
- **Revenue Model:** How you make money – should be detailed
- **Key Management Team:** 2-3 sentences on background/experience of each key member
- **Financials:** Budget for years 1-3. Show break even point, when you start getting cash flow positive
- **Dollar Amount Seeking to Raise & Valuation**
- **Use of Funds**
- **ROI**
- **Exit Strategy**

Please contact the SBDC if you have any questions or if you would like to schedule to speak with a consultant.

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