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## **EXECUTIVE SUMMARY / POWERPOINT PRESENTATION / BUSINESS PLAN GUIDELINES**

Based on our experience, we have found that the best way to start a dialog with a finance source or an investor is to request that an entrepreneur submit at minimum a short (approximately 3 to 5 pages in length) executive summary and, if available, a professionally-executed PowerPoint presentation.

The following outline and related questions are meant to provide a guide for the preparation of an executive summary and presentation. Toward the bottom of the Guidelines page, we also provide an outline of a full Business Plan as it will be another necessary component once a dialog is established with a potential finance source/investor.

### **Key Components of an Executive Summary and PowerPoint Presentation:**

- I. Description of Business / Company Profile***
  - A. Type of Industry: clean energy, manufacturing, real estate development, etc.?
  - B. Type of Product: clean technology, defense technology, medical technology etc.?
  - C. Is it a start-up? An acquisition? An expansion?
  - D. Why do you feel that this makes for a compelling opportunity?
  - E. Why will your business be profitable?
  - F. What particular problem does the company solve for the market?
  - G. What have you learned about your industry and business from outside sources?
  
- II. Product:***
  - A. What unique technology, know-how or expertise does the company possess?
  - B. What benefits are you selling?
  - C. What is different or superior about your products/services in comparison to the competition?

**III. *The Market Opportunity:***

- A. Who are your current or potential clients / users?
- B. Are your markets growing, steady or declining?
- C. Is your market share growing, steady or declining?
- D. Are your markets large enough for expansion?
- E. How will you attract, hold and increase your market share?
- F. How is the company positioned in relation to its competition?
- G. Are you planning to enter or leave any markets?
- H. How do you price your products in comparison to your competition?
- I. It would be helpful here to cite to any third party market studies.

**IV. *The Competition:***

- A. Who are your nearest direct competitors?
- B. Who are your indirect competitors?
- C. How are their businesses similar to and different from yours?
- D. What have you learned from their operations? From their advertising?

**V. *Location of Business:***

- A. Where are you (or should you be) located?
- B. Why is it a desirable area? A desirable building?
- C. What kind of space do you have? What kind do you need?
- D. Are any demographic or other market shifts going on?
- E. Why is your location conducive to your type of business (traffic patterns, location of suppliers, access to delivery route, highways, etc.)?

**VI. *Business Model:***

- A. How will the company sell its products/services?
- B. What is the pricing for the service/product and how will the customer perceive its value?
- C. Who are potentially good partners for distribution?
- D. Who are the key market influencers that the company needs to target?

**VII. *Management:***

- A. Who is on the management team?
- B. What are their backgrounds?
- C. What are their strengths and weaknesses?
- D. What are their roles, duties?
- E. Are these duties clearly defined?
- F. Are any of the team members interim?
- G. Who else needs to be hired?
- H. What additional resources are available to your business? (such as members of an advisory team)
- I. Providing an organizational chart is very helpful

**VIII. *Personnel Needs:***

- A. What are your current personnel needs?
- B. What skills will your employees need in the near future?
- C. What are your plans for hiring and training personnel?
- D. What is the labor pool availability?

**IX. *Financial Summary:***

- A. What is the company's historical performance?
- B. What is the company's forecast over the next 3 years?
- C. How much money has been invested to date?
- D. How much money is the company seeking to raise now?
- E. Providing third party reports/analyses of the market opportunity is advisable.

**X. *Use of Funds:***

- A. How does the company intent to spend the money it raises?
- B. How will the loan (investment) make your business more profitable (what milestones will be accomplished as a result of the financing obtained)?

**Outline of a Business Plan:**

- 1. Cover Sheet
  - a. Business Name and Address
  - b. Names, Addresses, and Telephone Numbers of Principals
- 2. Statement of Purpose
- 3. Table of Contents
- 4. Section One: The Business
  - Descriptions of:
    - a. The Business
    - b. Product/Service
    - c. Market
    - d. Location of the Business
    - e. Competition
    - f. Management
    - g. Personnel
- 5. Section Two: Financial Data
  - a. Sources and Applications of Funding
  - b. Capital Equipment List
  - c. Balance Sheet
  - d. Income Projections (Profit and Loss Statements)
    - 1. Three-year Summary
      - a. First Year
      - b. Second and Third Years
    - 2. Notes of Explanation

- e. Cash-Flow Projections
  - 1. Three-Year Summary
    - a. First Year
    - b. Second and Third Years
  - 2. Notes of Explanation
- f. Historical Financial Reports for Existing Businesses
  - 1. Balance Sheets (*past three years*)
  - 2. Income Statements (*past three years*)
  - 3. Tax Returns