

Startup and Investor Services

Executive Summary Guide

OVERVIEW

An executive summary is a synopsis of your company. It discusses the goals of the company and the market, as well as how the company plans to achieve success. In essence, it is a compressed business plan.

Your goal with an executive summary is to quickly impress and intrigue the reader. This should be an easy first-read. **Excite** the reader so that they are prompted to ask for a pitch deck or first meeting.

As you craft your executive summary, always keep in mind that it is supposed to cover the high-level points of your company. **DO NOT** bog down the reader with overdetailed sentences. Give just enough to keep intrigue and highlight the company's goals.

HOW TO USE THIS GUIDE

This guide is simply an example of the frameworks of an executive summary, as there is no one-size-fits-all executive summary exemplar. It is important to know who you are sending the executive summary to and their preferences. Different investors look for different areas of interest in executive summaries. Do your research on the recipient to better gauge how best to present your company.

This guide is for one-page executive summaries since they are most popular. Other outlets may recommend 1-3 pages. Remember: **know your recipient**.

MISSION

Explain the ULTIMATE GOAL of your company in a ONE-LINER.

- Keep it simple.

CUSTOMER PROBLEM

Explain the problem that your company solves.

SOLUTION

Explain your company's solution to the problem above.

- Do not explain everything the company will do and how it plans to do it.
- Keep this simple.

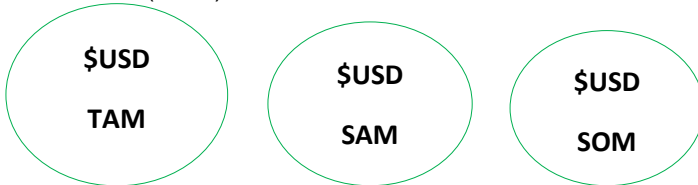
PRODUCT OVERVIEW

Explain the product and its main features.

- Include any relevant IP Ownership (if any).

MARKET OPPORTUNITY

Describe the market characteristics including the total market demand (TAM), total serviceable market (SAM) and your specific target market's demand (SOM).



* cite your sources for market numbers

COMPETITIVE ADVANTAGE

Explain what the competition is doing to address the market.

- Then, explain your sustainable competitive advantage.
 - Be the expert.

GO-TO-MARKET STRATEGY

Explain how you will generate revenue.

- Sales channels
- Distribution channels
- Strategic partners

TRACTION

Prove there is current demand for your product/service.

- Sales
- Subscriptions
- Revenue Metrics
- Key Performance Indicators

FUNDRAISING

State the funding stage of the company.

State the amount of capital the company is looking to raise.

- Have a specific number, not a range.

MILESTONES

Bullet point major areas of focus that will propel the company to the next major stage of growth that calls for a new round of financing.

PROJECTIONS

Provide positive and RATIONAL growth projections.

- Sales
- Increased customer value
- Increased profit
- Margins

MANAGEMENT

Summarize relevant experience and skills of your team and advisors (if any advisors).

- Include names and company titles/roles.
- You want to showcase expertise in the industry, market, and product/service offering.
- Explain what makes your team and advisors qualified and special.
- Ultimately, you want to communicate why investors should trust you with their money.

Boot Strap Technologies LLC

Giving back office costs the **BOOT!**



<http://gobootstrap.com> | Kevin@gobootstrap.com

MISSION

Minimize the cost of back office operations for small businesses

CUSTOMER PROBLEM

- X Back office costs are too high
- X There is an increased need for anytime/anywhere solutions
- X Current software options are too clunky and complex

SOLUTION

Reduce back office costs through a web-based platform that:

- X Maintains files through distributed workflows and automated data collection
- X ~~Increases~~ **Increases** through aggregated transactional accounting information
- X Streamlines administrative communication and collaboration

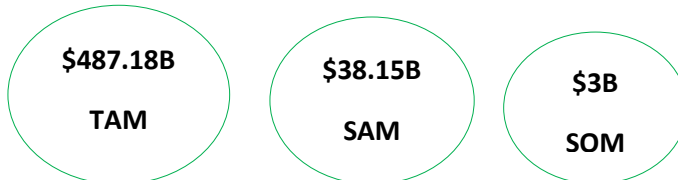
PRODUCT OVERVIEW

A simple mobile-capable web-based interface built on a robust platform that:

- X Supports full accounting
- X Coordinates between complimentary applications
- X Streamlines user-to-accountant collaboration

MARKET OPPORTUNITY

26MM+ US-based small businesses (defined as having fewer than 100 employees) are estimated to spend more than **\$3 billion** on accounting software for payroll, merchant services, bill payment, and tax filing needs



* Statista.com | *globalnewswire.com

COMPETITIVE ADVANTAGE

- X Simple and lean administrative software with accounting capabilities
- X Addresses **complete gap in the marketplace** for filing estimated taxes and 1099 tax filings
 - o In 2018, sole proprietors, alone, spent **\$24.7B** on contract labor and **\$71.1B** on payroll which a 1099 tax filing is required

GO-TO-MARKET STRATEGY

- X Free basic service
- X Subscription-driven premium service tiers
- X Fee-based add-on services

TRACTION

- X **250+ customers** | **\$1.2MM** in sales in 2019 | **34%** avg. yoy customer growth | **37%** yoy revenue growth
- X Rated "**#1 Small Business Tool**" by **Forbes** in 2019
- X Rated "**Top 5 Accounting Tool**" in **Money Magazine**
- X **3 channel partnerships**, including integration with complimentary applications

FUNDRAISING

Funding Stage: Pre-Seed
Capital Seeking: \$600k

MILESTONES

- X Scale platform to service 3X as many accounts
- X Decrease CAC by 25%
- X Obtain SBA accreditation to be an official preferred service provider to SBA-affiliated businesses

PROJECTIONS

- X 57% CAGR for next 5 years
- X 39% Customer increase yoy for next 5 yrs
- X 27% LTV increase yoy for next 5 yrs
- X 32% Revenue increase yoy for next 5 yrs

MANAGEMENT

X **Kevin Reeth, CEO**, | **9+ yrs** at **Intuit**, leading **Quicken Product Management** (personal finance, small business accounting, real estate, health care, financial institutions), has also worked at **eGroups** and **Yahoo**.

X **Ben Curren, CTO**, | **7+ yrs** at **Intuit**, leading multiple engineering teams within the **QuickBooks Payroll**, has also worked at **Schwab**, **Eveo**, **Xerox** and **Sun Microsystems**.

X The **Bootstrap founding team** has **20+ years of experience** building software and web services for both startups and established companies, including successful 18-month partnership as co-owners of **Esomnie Software** (www.esomnie.com)

Startup and Investor Services

PERKINS COIE STARTUP & INVESTOR SERVICES

Our Startup & Investor Services team has decades of experience assisting startups to optimize their fundraising potential and develop their businesses as we continually build next generation services and tools to grow amazing companies.

The caliber of our connections to capital is strong and current, and our team is constantly in the market, meeting with investors to know the latest trends and specific investment criteria. To this end, we created the [Perkins Coie Investor Network](#) so our early-stage clients can get broad access to the investment community. This proprietary network was developed to profile active investors to better understand investment preferences and identify potential client synergies.

As companies gain quality advice to grow their businesses and the investment community receives high-quality deal flow, our goal is simple: **to provide valuable advice and connections to help our early-stage companies innovate and grow.**

If you have any questions about our services, please contact one of our Startup & Investor Services Directors –

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