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| *Paste Logo Here* | **Executive Summary Form** |  |

**Instructions:** Fill out the below information as complete as you can. Keep the each section concise (less than 500 characters). The purpose of this is to get a snapshot on where your company is today. If you’re not sure about particular sections in the canvas, leave them blank.

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| --- | --- | --- | --- | --- | --- |
| Company Name: | Company Name |  | |  |  |
| Contact Name & Title: | First Last | Title | |  |  |
| Address Info: | Street | City | | ST | Zip |
| Phone: | 555-555-5555 |  | |  |  |
| Email, Web: | Email | www.website.com | | | |
| DUNS Number: | 00-0000000 |  | | | |
| NAICS Number: | 000000 | Year Founded: | Jan-16 | | |

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| **TEAM:** CEO: First & Last *CTO:* *First & Last*  *CFO:* *First & Last*  *Founder:* *First & Last*  *President:* *First & Last*  *Check If Applies to any of the above Titles:*  Veteran  Minority  Disabled  Refugee    *VP Sale/Mktg:* *First & Last*  *VP Product Development:*  *First & Last*  **Industry:**  **Type:** *i.e. Measurement Instruments*  **Number of Employees:** *0*  **Major Customers:** *List major customers or industry served*  **Government contracts/grants:** *List any recent contracts or grants*  **Amount of Financing Sought: (if any)**  *i.e. $500,000*  **Current Investors***:($Amt. Invested)*  *$Amt. Invested and Any Venture Capitalists, Angel Investors, Investment Banks, or Personal Funds*  **Technology Readiness Level (TRL):**    **Commercial Readiness Level (CRL):** | **BUSINESS MODEL CANVAS:**  **Business Description:** Briefly describe the general nature of your company, including products/services, focus, capabilities, value proposition, and the market in which the company will operate. |
| **Customer Segments:** *Provide a list of the different groups of people or organizations your company aims to reach and serve. Who are you most important customers?* |
| **Value Proposition:** *What value do you devliver to your customers (not features). What problem are you helping solve or needs are you satisfying? What products and service are you offering to each customer segment.* |
| **Channels:** *Through what sales channels do your customers want to be reached? How are you or will you communicate to your customer.* |
| **Customer Relationships:** *What types of relationship do each of your customer segments expect to establish with you, i.e. how do you get them, keep them, and grow them?* |
| **Revenue Streams:** *What does your revenue model look like, how does your company generate cash from each customer segment.* |
| **Key Resources:** *What key resources do you require for you Value Proposition, Channels, Customer Relationships, and Revenues Streams? What have you secured in Key Resources?* |
| **Key Activities:** *What key activites must be accomplished for your Value Proposition, Channels, Customer Relationships, and Revenues Streams? What Key Activities have been accomplished?* |
| **Key Partnerships:** *Who are your key partners? Suppliers? Resources acquired from them? Who would be ideal?* |
| **Cost Structure:** *What are the most costs inherent to your business model? Resource and Activity expenses.* |
| **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.* |
| **Technologies/Special Know How:** *In this section, highlight whatever aspects of your product that may be protected by current IP or patent law. Provide evidence of how your offerings are different and will be able to develop a barrier to entry for potential competitors.* |