

# The Investment Summary

A one page overview of your company



**This is a written investment pitch of your company. It is a succinct summary of the key facts of your business. It summarises what you are offering, how you are or are going to do this and why you are better than the competition.**

It is not a standalone document and does need a detailed investment slide deck to go with it. A typical investment application pack would include a 1 Page summary, an investment slide deck/business plan and detailed financials appropriate to the stage of the business.

However, these one page summaries are really important as this may be the only document investors review while sifting through all the applications. Remember investors get sent a lot of business plans and pitch decks and often only have time to make a decision on what to read and who to engage with based on a summary alone.

Therefore, you need to:

1. Capture interest – investors see hundreds of pitches
2. Inform – engage the audience
3. Spell out your USP – how do you stand out from the competition
4. Identify the Market & Customers  
who will buy it and who will use it (not always the same people)
5. Explain how much you are fundraising – and what you want to spend it on
6. State key milestones – achieved to date and in the future

This template provides examples of a 1 page executive summary that can be used as an introduction to your company. The examples are the basic information provided to raise equity investment and the “Headings” match the information covered in more detail in the Business Plan and Investment Slide Deck. Use the same headings consistently across all your communications with investors.

You should provide enough information for the potential investor to make a quick preliminary assessment of the business opportunity and decide if this is of interest to the fund or individual investors.

Think about a tag line; What is the one liner that quick sums up what you are about and what you are trying to do. Do not forget the Value Proposition work that you have been doing.

You can use word or power point to create the 1 pager portrait or landscape– but always send it out as a pdf. There are a lot of examples of different styles so feel free to use this as a guide.

Like all your investment documents, it provides an insight into how you manage you manage your communications with your customers. So make it look professional and easy to read.



Company Name

## Address

Important contact details

## Funding

What funding to date  
When and how much

## Ask

How much  
what will be used for

## Use of Funds

Is it prototyping, recruitment of sales team, lab refit

## Revenue Forecast

2 years history  
5 years forward looking  
Break even date

## USP

IP  
Domain experts

## Key Senior Team

Position and Name

## Problem

What is the problem you are solving. Describe this from the end users point of view. This shows that the end user will be ready to pay for a solution.

## Solution

Describe how you solve the problem, explain via benefits that the end user will see. This must be done in plain language and jargon free.

## Market

Describe the addressable market you expect to acquire. Is it a new market ( more risk) or a new solution to an old problem (less risk, as people are aware of the need). Describe if the market is growing

## Competitive Landscape

How are you different from others ? Think about who is active now and who might be able to move into this market – the latter could also be interested in collaborating or acquiring you in the future. Is your uniqueness defensible ? What barriers to entry stop others from competing with you ?

## Business Model

How does your company make money from this ? What is the revenue and what is the profit ? How expensive is it to acquire your customers ? How long do they stay ?

## Team

Key people and their achievements, top management and non execs only. Previous exits could be listed here and the length of time or common background between team members to show that they are a smoothly functional team.

## Traction

What have you achieved that shows that the customer wants your product ? This could be trialists, awards, revenue growth stats

Use all the space you have, and put the focus on your strengths, avoid ignoring sections, as investors will see that as a major omission.