

Common points to be addressed in an Executive Summary

1. What do you do
2. What problem to you solve
3. Who is the team solving it, why uniquely capable
4. Who are the customers, why will they buy
5. How do you make money
6. Who competes with you
7. Why are you better, and how will you stay better
8. How much money do you need, will you need more
9. What will be achieved with that money, when
10. Don't forget your contact information!

Source: DFJ Frontier