Startup executive summary

Describe the venture, the evidence gathered so far and the next milestone it needs to reach. Replace every bracketed prompt with your own verified content. Delete these instructions and any unused headings before sharing.

Prepared for: [Reader or organization]
Prepared by: [Name and role] Date: [Date]
Source plan or report: [Title, version and date]

Venture and customer problem

[Name the venture and explain the customer problem in one or two sentences. State the current development or trading stage.]

Product and validation

[Describe the proposed solution and what exists today. Summarize interviews, trials, usage or sales evidence with dates and relevant limits.]

Market and alternatives

[Define the initial customer segment and how it will be reached. Identify alternatives. Give market figures only with a source, date, scope and method.]

Business model and team

[Explain who pays, what they pay for and how the offer is delivered. Identify responsible team members and capability gaps.]

Financial baseline and assumptions

[Summarize actual costs, cash and revenue for a stated period. Label projections separately and identify their assumptions and uncertainties.]

Milestone and request

[State the next milestone, needed resources, intended use and timing. Name the main risks and the decision requested from the reader.]