Investor discussion executive summary

Prepare a concise, evidence-led introduction to a business for an initial funding discussion. 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]

Business and discussion purpose

[Explain what the business does and why this discussion is being requested. State the business stage and the opportunity being evaluated.]

Customer evidence and traction

[Describe the target customer and verified evidence of demand. Give dated actual metrics and their definitions; identify the limits of any sample or trial.]

Revenue model and delivery

[Explain how the business earns revenue and delivers its offer. Summarize relevant costs and capacity needs without equating sales with investor returns.]

Financial position and forecast

[State relevant actual financial results, period and currency. Present forecast figures separately, with assumptions and material uncertainty.]

Resources and milestones

[State the resources being sought, proposed use and milestones they would support. Identify the team and any key dependencies.]

Risks and next discussion

[Describe material business risks and unanswered questions. State the next step and supporting information available. Mark any proposed terms as unagreed.]

This writing aid is not an investment offering, valuation or recommendation. Do not imply guaranteed returns or agreed investment terms.