

**Ten Questions to Answer for a Winning
Executive Summary
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1. **Objective** - What is your objective, what are you after?
2. **Mission** - a short elevator pitch that describes your company in a couple of sentences. Who you are? What is your product/service? How will you reach your market (business model)? When will the return on investment be realized (exit strategy)?
3. **Value Proposition** – What is the problem you are solving? What is the market opportunity, how big, what evidence do you have of strong demand?
4. **Solution/Benefits/Threats** - What is your solution to the problem? How will your customer benefit? What could hamper your success?
5. **Technology/Intellectual Property** – What strengths does your team have? What patents on products or methods make your idea a better mousetrap? What is your “secret sauce”?
6. **Competition/Competitive Advantage** - Show why you are better than other providers. What barriers to entry will you construct?
7. **Success metrics** - What milestones will you meet that demonstrate progress in achieving your objective? How does your business scale? What are comparable companies doing? What are your key financial assumptions?
8. **Team** - Who are your key team members and why do you have what it takes to implement the plan and achieve your goal?
9. **Why you?** Why is your business going to make it? What are the risks and how will you mitigate those risks?
10. **Funding & Exit Strategy** - How much money do you need? What funds have you put into the company? What have you done with the money you've spent to date and what are you going to use the dollars you are raising for? What value do you give your company? What is your proposed exit strategy?