# Ben Franklin Executive Summary Template

* Business Overview
  + Describe the business mission and revenue model.
  + Describe the technology, current products and if there is a pipeline, include a table listing the products, proposed uses and stage of development. Briefly describe the technology platform, if applicable.
  + Describe key product features and competitive advantages.
  + Describe the sales and marketing efforts/results to date, including any key customers/strategic partners. Please include date commercialization began and/or is scheduled.
* Traction
  + List key customers
  + How much revenue does the company have?
  + What are the company’s ARR and/or MMR?
  + What is the size of the user base?
* Market Opportunity
  + Briefly describe the overall relevant market. Define the company’s target segment(s).
  + Quantify the size and growth characteristics of the target segment(s).
  + Briefly identify key direct and indirect competitors.
  + Describe the sales and distribution channels to be used.
* Key Personnel
  + List key management and very briefly describe their roles, including level of commitment (part-time, full-time), skills, education, and relevant experience.
  + List members of the Board of Directors and Advisors, including Corporate Attorney, and briefly describe their level of commitment, skills, relevant experience and whether they are or have been compensated to some degree with equity.
* Intellectual Property
  + Describe any significant Intellectual Property, if any, the company currently owns, has filed for or licenses, and/or expects to do so within the next year.
* Funding
  + Describe the company’s funding history to date, e.g. current capital structure, key investors, and amounts invested in both cash and in-kind contributions.
  + Describe the expected and confirmed source(s) of match for the BFTP funds.
  + Describe the fundraising plan for the next 12 months.
  + Expected Outcomes of Funding
  + Assuming BFTP funding, briefly describe the key technical milestones, with expected dates, that you expect to achieve over the next 6-12 months.
  + Using some measurable outcomes, such as revenues, customers, beta sites, products or processes commercialized, number, type and location of employees, intellectual property filed, etc., describe the commercialization progress you expect the company to achieve during the Project period, and over the next year.
* Contact Information
  + List the primary contact for the company along with e-mail address and phone number.