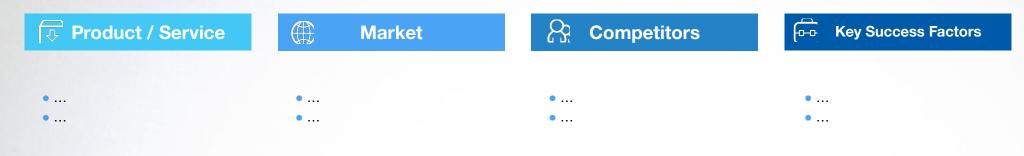


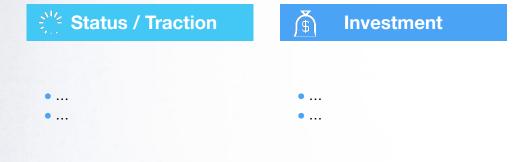
# Name of the service

Executive Summary [3 examples]\*



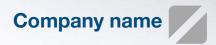
# **EXECUTIVE SUMMARY (ex 1 – Kama Flow Approach)**











# **EXECUTIVE SUMMARY (ex 2 – Canvas)**

# Key partners

- Key partners
- Key suppliers
- Resources obtained from partners
- Activities of partners

#### **Activitie**

S

What key activities do Value proposition require?

#### Resource

What resources do value proposition require?

# **Value proposition**

- What value do the project deliver to the customer?
- What customer needs and problems do the project solve?
- What is the set of products / services?

### Customer relationships

- What types of communications are planned to be built for each segment of consumers?
- What is the service level?

# **Customer segments**

- Target customer segments
- Most attractive customer segments

## **Distributio**

- Sales channels
- Sales channels acquisition costs
- Sales channels prioritization

### Cost structure

- Fixed costs, variable cost
- Which resources are the most expensive?

#### Revenue

- streams
  For what value are customers really willing to pay?
- What payment methods are considered?
- Which of the payment methods are the most attractive?



# **EXECUTIVE SUMMARY (ex 3 – Investor Desk)**

#### Contact

- Sell
- E-mail

# Offer for an Investor

- Raising
- Share
- Budget structure
- KPIs
- Deadline (interest, closing)

# Team & advisors

### Reference

S

#### Mission and

 Cisionalogy, the current status and long-term objectives of the project

#### **Market**

- Snapshot dynamics
- The most attractive industry figures

### Challenge

Problems / needs that the project addresses

# The Project

- Functional and technological base of the project
- USP

### History and achievements to

partners, revenue, contracts, patents, and so on.

### Opportunities for an

• Contexto(why now?)