RUSBASE

Name of the service

slogan

Name of the service

Executive Summary [3 examples]*

Place, 2014

* Use one to choose

EXECUTIVE SUMMARY (ex 1 – Kama Flow Approach)

Product / Service

- …
- …

Market

- …
- …

Competitors

- …
- …

Key Success Factors

- …
- …

Status / Traction

- …
- …

Investment

- …
- …

Team

Фото

Name

Role

- …
- …

Фото

Name

Role

- …
- …

RoadMap

1

- …
- …

2

- …
- …

3

- …
- …

EXECUTIVE SUMMARY (ex 2 – Canvas)

Key partners

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

Activities

- What key activities do Value proposition require?

Resources

- 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?

Distribution

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

Customer segments

- Target customer segments
- Most attractive customer segments

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)

Contacts

- Cell
- E-mail

Offer for an Investor

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

Team & advisors

References

Mission and Vision

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

Market Snapshot

- Volume & dynamics
- The most attractive industry figures

Challenges

- Problems / needs that the project addresses

The Project Solution

- Functional and technological base of the project
- USP

History and achievements to date

- Partners, revenue, contracts, patents, and so on.

Opportunities for an Investor

- Context (why now?)