



BVC 2007 Executive Summary Format

To be considered to present at BVC 2007, we ask that you submit a 3-5 page Executive Summary of your business. We highly recommend you follow the BVC 2007 Executive Summary Format as described below.

Your Executive Summary should include the following:

1. Brief Description:	Describe your product/service, who you sell it to, and why they buy it.
2. Business Model:	Show how much you sell your product/service for, what it costs to produce and the profit per customer.
3. Customer Acquisition:	Explain how you acquire new customers and how much it cost to acquire each additional customer. Explain why your sales strategy works.
4. Market Size:	Define the size and characteristics of your target market. Use a bottoms-up formula based on customers.
5. Competition:	Provide information on your competitors and what makes you better, faster, cheaper.
6. Team:	Explain who founded the company and why. Provide background information on your management team. If you need to hire key management, describe the positions and ideal characteristics of the candidates.
7. Uses of Funds:	Explain the amount of capital you need and provide detailed uses of those funds.
8. Financials:	Please provide a summary of actual numbers and a 3-year projection.
9. Return on Investment	Please provide a simple explanation on how the Investor Group will receive an adequate return on investment or path to liquidity event.

Please email your Executive Summary to: presenters@bendvc.com.