**EXECUTIVE SUMMARY – [PUT NAME OF YOUR BUSINESS HERE]**

 **Business Model**

Briefly describe what exactly your business does. State:

1. Product/service you provide
2. Customers whom you service
3. The need(s) that your product/service satisfies, i.e. what solution are you providing to which problem?
4. Unique characteristics/selling points of your product, service or business that makes you stand out from the competition
5. Selling channels that you use to get your product to the customer

**History of the business**

Put one paragraph detailing when the business started, the journey walked to date and current status in terms of size and reach.

**Team**

Indicate the key people in the business, their qualifications, experience and role(s).

**Purpose of Application**

Describe the purpose for which you are making an application for funding. Indicate:

1. Funding requirement
2. Purpose to which the funds raised will be put
3. Impact that funding will have on your business

**Technical Assistance Required**

Indicate any technical assistance that you may require in order to meet your growth objectives. This may include things like workspace, managerial functions like accounting, marketing, branding etc, presence in the board of directors, secondment of operational personnel or market development etc

**Offer**

Indicate the offer that you are proposing.

* Percentage shareholding/stake offered for the funding requirement indicated above.
* Buyback proposal, if you intend to buy back some of the shareholding offered at some point.

*NB: Please note that for early-stage start-ups typically investors will require a significant to major shareholding stake in the business initially (as much as 90% for a fresh start-up), with a provision for you to be able to buy back the shares at a future date, or at the point at which you will need to do another round of funding.*

**Traction to date**

Outline in point form the major achievements you have made in terms of growing your business to date.

**Additional Documents available**

Please outline in point form the additional documents available at short notice (cross out inapplicable, and add any other documents you feel may be relevant in the evaluation of your application.

* Business Plan
* Cash flow projections
* Historical financial records
* Bank statements