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Executive Summary / Business Plan Guide

Access Venture Partners believes strongly that positive business relationships require trust and mutual benefit. We think that entrepreneurs should evaluate venture capitalists just as venture capitalists evaluate entrepreneurs. We have found that the best way to begin a dialog is to ask the entrepreneurs to submit a short (3-5 pages) executive summary.

The following outline and associated questions are intended to provide a guide for an executive summary that thoroughly lays out the business plan.

I. Company Profile

- A. What are the key macro economic drivers that make this a compelling opportunity?
- B. What specific problem does the company solve for the market?

II. Technology/Product

- A. What unique technology and/or know how does the company possess?
- B. How does this technology and/or know how result in compelling benefits to the customer?
- C. Why is the product superior to other competitive products?

III. Market Opportunity

- A. Who are the users for the product/service and how many of them are there?
- B. What are the underlying market drivers that are fueling growth in the market?
- C. How is the company positioned against competitive companies and/or methods of achieving the benefits the company delivers?
- D. Cite any third party market studies that could be helpful.

IV. Business Model

- A. How will the company sell its product/service?
- B. What is the pricing for the service/product and how will the customer perceive its value?
- C. Who are potentially good partners for distribution?
- D. Who are the key market influencers that the company needs to target?



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Executive Summary / Business Plan Guide Continued

V. Management Team

- A. Who are the founders?
- B. What are their backgrounds?
- C. Who else is on board now?
- D. What are their roles?
- E. Who else needs to be hired?
- F. Please provide a pro forma organization chart.

VI. Financial Summary

- A. What has been the historical performance?
- B. What is the forecast for the business over the next 3 years?
- C. How much money has been invested to date?
- D. How much money is the company raising?
- E. What are the company's comparable public companies?
- F. Cite any analyst reports that have been written overviewing the market opportunity.

VII. Use of Proceeds

- A. How will the company spend the money?
- B. What milestones will be accomplished with the money?