[Startup Name]
Non-Confidential Executive Summary

1. **Vision / Summary / Company Description**
   - Mission and Purpose
   - Why this venture is a compelling investment opportunity
   - Strategy and Objectives: 12 to 24-month strategic milestones and long-term objectives

2. **Customer Problem and Your Solution**
   - Problem and Validation: Describe the customer's pain point, urgency, and cost of the problem
   - Solution: Highlight the core features, unique value proposition, and benefits of your product/service
   - Intellectual Property: Describe your IP position (patents, trademarks, copyrights, trade secrets, proprietary know-how, etc.)
   - Regulatory and Compliance: Outline regulatory pathways (FDA, EPA, ISO, CE mark) or university technology licensing status / tech transfer agreements (TTO)

3. **Target Market and Customer Profile**
   - Addressable Market (TAM/SAM/SOM), market growth rate (CAGR) and key industry trends
   - Target customer profile and personas

4. **Differentiation and Competitive Advantage**
   - Competitive landscape
   - Competitive advantage and differentiators
   - Barriers to entry

5. **Traction, Proof Points and Data**
   - Customer discovery and validation
   - Technical and Product Validation: Detail technical milestones achieved to date (eg, benchtop tests, working prototype, MVP, clinical trials, or third-party validation)
   - Pilots and Commercial Proof
   - Revenue and Commercial Pipeline
   - Strategic Partnerships

6. **Business Model and Go-to-Market Strategy**
   - Revenue Model
   - Go-To-Market (GTM) Strategy

7. **Management Team and Advisors**
   - Founding team and leadership
   - Execution and Readiness: Explain why this specific team is uniquely qualified to execute this business plan and win in this market
   - Board Members, Strategic Advisors and Industry Mentors

8. **Financials, Funding History and Capital Needs**
   - Capital seeking and use of funds: target raise, allocation of funds across key milestones
   - Financial Highlights (5-Year Forecast): Summary of projected revenues, COGS, Operating Expenses, Net Income, and Gross Margin percentages for Years 1 through 5 (in USD)
   - Burn rate and runway
   - Funding History: Outline all prior capital raised to date (grants, non-dilutive funding, angel investments, convertible notes, seed rounds) and key investors
   - Do NOT include a suggested company valuation