

## Business Plan Executive Summary

1. **Company overview** - A one to three sentence description of the company. This “elevator pitch” should be to the point and explain the company and the opportunity it is capitalizing on as concisely as possible.
2. **Management** – Introduce your management team, including brief background and strengths. There should be enough talent on this team to inspire investors and to help you realize your objectives
3. **Product / Technology**- Provide information on your product. This is where you want to include technical specifics, prototype information, preliminary data and any other supporting information.
4. **Unmet Clinical Needs**– Provide general information on target market and need for the product.
5. **Intellectual Property** – Summarize the existing patents (or the status of patents) that protect the technology.
6. **Marketing Plan** - How will you market your product? Who will you target?
7. **Projections / Financial Plan** - Make the case that your venture is worth investing in. How long until your product goes to market and begins to make money? What are the major milestones that will change the market value and when will they occur?
8. **Long Term Vision** - What kind of long-term goals can you see beyond your first products? How will you position your company and what is your vision? Are there any important long-term goals or achievements for your life science start-up that would be important to partners or investors?