



## [Deal Summary Page Headline Here]

**Company** [Company Legal Name], (“[Company]”), incorporated in [state] in [Month, Year], (LLC/C/S Corp).

[Address]

[Telephone]

[WebSite Address]

**Business** [Research in xxx / Development of xxx / Production of xxx / Delivery of xxx / xxx Services / xxx Design] for the [market name] market, with emphasis on [your business or market focus], meeting market and customer requirements for [specific benefit you provide].

**Industry** [Industry]

**Markets** [00,000,000] [approximate number of customers in your market segment] in the U.S. ([your source for this data]), and [00,000,000] globally. Industry forecasts indicate that [000,000,000] new [customers / clients / targeted businesses] purchase [your type of product or service] annually, with [00]% repeat business from existing [customers / clients] each year.

**Products** [Product 1 / Service 1] is [Company]’s flagship [product / service], with more than \$[000] million in revenues to date [at retail / at wholesale / direct to xxx]. Additionally, [Company] [produces / owns / distributes / resells / licenses] other [Product(s) / Service(s)], including [xxx], [xxx] and [xxx].

**Strategy** [Company] [will / continues to] [produce xxx / design xxx / provide xxx services] through the [xxx] channel to sustain strong sales and high levels of customer satisfaction and referral.

[Company] is developing additional profit centers, including [xxx], [xxx], and [xxx]. These [xxx] will provide the impetus for [xxx] as we move forward in our development.

**Marketing** Maximize customer base, partner relationships, direct, Internet, in-flight and affiliate marketing. Currently distributed through [xxx wholesalers / in over 0,000 retail locations including major mass merchants and xxx retailers / through 0,000 eCommerce sites on the Internet. OR Currently serving [xxx] with planned expansion via [xxx] through [xxx]. [Company] has [xxx] customers (actual customers who have paid approximately \$xxx each) in its database.

**Recent Events** In [Month, Year], [Company] sold all right, title and interest in [xxx] to [xxx] for \$[000] million. OR In [Month, Year], [Company] began licensing [xxx] to [xxx] for \$[000] million.

**Competition** [Company] currently [dominates / leads competitors in / is creating a new market space in] its market for [xxx]. Prominent competitors include: [Competitor 1], [Competitor 2] and [Competitor 3].

**Partners** [Company] is partnered with [xxx] and [xxx] to [xxx].

**Affiliates** Affiliates include [xxx], [xxx] and others through the [Company] affiliate program.

**Proprietary** [Company] owns copyrights, registered trademarks, and trademarks on [xxx].

**Management** [Founder], ([age]), is the Founder and CEO of [Company], and the inventor of [Product / Service] and [xxx].

[CFO / VP Finance name], CPA ([age]), CFO, previously served as CFO for [former employer], a [city] [xxx] venture, a [xxx] company, a CPA with [firm name], and in private practice for more than [xx] years.

[COO name] ([age]), COO is an experienced [xxx], following [his / her] career at [former employer] as a [xxx], and previously as a [xxx] with [former employer].

[CTO] ([age]), CTO is an experienced Internet web development manager. Served as E-commerce manager for [former employer], and as [xxx] at [former employer].

**Financials** The following financials summarize recent and projected performance:

	2014	2015	2016	2017	2018
<b>Revenue</b>	\$ 1,289	\$ 2,339	\$ 4,269	\$ 8,155	\$ 15,878
COGS	\$ 258	\$ 468	\$ 854	\$ 1,631	\$ 3,176
Gross Profit	\$ 1,031	\$ 1,871	\$ 3,415	\$ 6,524	\$ 12,703
<i>Gross margin</i>	80%	80%	80%	80%	80%
<b>Expenses</b>					
Research & Development	\$ 193	\$ 351	\$ 640	\$ 1,223	\$ 2,382
Marketing	\$ 516	\$ 935	\$ 1,708	\$ 3,262	\$ 6,351
G & A	\$ 155	\$ 281	\$ 512	\$ 979	\$ 1,905
Other	\$ 64	\$ 117	\$ 213	\$ 408	\$ 794
<b>Operating Income</b>	<b>\$ 103</b>	<b>\$ 187</b>	<b>\$ 342</b>	<b>\$ 652</b>	<b>\$ 1,270</b>

**Growth Plan** Phase I (FY-[xx]): Complete the \$[00] million transition from [xxx] to [xxx] deployment, and aggressively market the enhanced [capabilities / service offerings / product line / market presence].

Phase II (FY-[xx]): Develop and launch [xxx] and the [xxx].

Phase III (FY-[xx] and FY-[xx]): Launch global version of the entire system.

## Shares

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**Authorized** [00,000,000] Preferred Shares

**Outstanding** [00,000,000] Common Shares, of which [Founder] holds [xx,xxx,xxx] Shares.

(An additional [0,000,000] Options are allocated to the Incentive Stock Option Plan)

**Offering** [00,000,000] Shares of Common at \$[00.00] per share. Each share will include a warrant to acquire one additional share for \$[00.00] for a period of two years. A Private Placement Memorandum will offer units of \$[00,000] each with a minimum of two (2) units per investor ([0,000] shares)

**Total Investment** \$[00,000,000] ([0.0] million dollars)

**Use of Funds** Provide working capital for the successful [introduction of / launch of / grand opening of / expansion of] of its current [service offering / product line / production volumes] in [Month], 20[xx], and preparation of the Company for secondary funding of \$00,000,000 in [Q1 / Q2 / Q3 / Q4] of 20[xx] to finance the [migration / launch / introduction] of its [xxx] into [target market].

**Exit Strategies** Acquisition by a [global coffee distributor] or possible IPO within two to five years.

**Contact** [Owner/Founder] at [Telephone]; [Founder Email]