



## EXECUTIVE SUMMARY

### SAMPLE OUTLINE

### *MAKE AN IMPACT*

#### Purpose

The goal of an Executive Summary or 2 Pager (see Sample Outline in the Appendix) is to crystalize important information about the investment opportunity such that a potential investor can easily understand the investment's relevant advantages. A well-constructed Executive Summary will hopefully engage the potential investor such that they will want to proactively learn more about the opportunity. This typically leads to a request for further information including a meeting or call which could result in a successful capital raise.

A well-constructed Executive Summary typically includes standard information which is relevant to a yes/no high-level investor screen.

#### Covered Topics

It's important that the Executive Summary is easy to read and conveys information in a format that is easy to understand. The potential investor will be quickly reading it in order to determine if they want to see more information/engage in a discussion. They need to be able to understand quickly the investment thesis/reasons to invest since they usually have many investment options and will only spend minimal amount of time assessing any single opportunity.

The Executive Summary lets an investor know why they should be excited about an opportunity and typically covers information such as:

- Raise Type, Amount
- Summary Company Info/Background
- Summary Selling Points
- Problem / Investment Opportunity: Macro /Background / Target Market
- Solution / Defined Sector: Disruption / Competitive Advantage
- Traction / Pipeline
- Performance: Track Record / Pro Forma / Key Metrics
- Team: Biographies
- Summary Terms



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## Result

The result of well-constructed Executive Summary is that an investor will understand the investment opportunity and will be interested in engaging with the capital seeker. This means that a capital seeker's time and effort will be targeted towards those potential investors who have a basic understanding of the investment opportunity, thereby increasing the likelihood of a successful capital raise.

Contact Us  
For Your  
Capital Raise

### About Deer Isle Group:

Deer Isle Group ("Deer Isle") with its subsidiaries, Deer Isle Capital, a registered broker/dealer, and Deer Isle Financial, is a differentiated investment bank that provides "as needed" financial/strategy and closing advisory as well as proprietary technology solutions that give access to 10,000+ institutional investors. Our business is built upon providing investors and capital seekers/issuers the right tools in order to ensure a transparent, smooth and efficient capital solution. Our strength in these factors has helped drive our proven execution capabilities.

Deer Isle's successful track record includes having raised over \$5 billion in private placement capital since our founding in 2007.





Deer Isle Group, LLC

Appendix

Executive Summary  
Sample Outline





**Capital Seeker Name**  
**Raise Size**  
**Raise Type**

**Intro (Type, Sector, Geography, Use of Funds):** XXXX is an XXXX Company that is raising XXXX in order to do xxxx. Company Tag Line/Mission Statement/Etc.

<p><b>Summary Selling Points:</b></p> <ul style="list-style-type: none"> <li>• XXXX</li> <li>• XXXX</li> <li>• XXXX</li> <li>• XXXX</li> </ul>	<p><b>Summary Company Info:</b></p> <ul style="list-style-type: none"> <li>• XXXX</li> <li>• XXXX</li> <li>• XXXX</li> <li>• XXXX</li> </ul>
<p><b>Problem / Investment Opportunity: Macro / Background / Target Market (charts, maps, tables, paragraphs):</b></p> <ul style="list-style-type: none"> <li>• Industry stats</li> <li>• Competitive information</li> <li>• Business outlook on major business drivers</li> <li>• Industry positioning</li> <li>• Geography</li> </ul>	
<p><b>Solution / Defined Sector: Disruption / Competitive Advantage</b></p> <ul style="list-style-type: none"> <li>• Unique positioning</li> <li>• Unique Process</li> <li>• Barriers to entry</li> <li>• Technology/Patents</li> <li>• People</li> </ul>	



<p><b>Traction / Pipeline</b></p> <ul style="list-style-type: none"> <li>• Existing Investor Interest</li> <li>• Contracts</li> <li>• Memorandum of Understanding</li> <li>• Re-Occurring Revenues</li> <li>• Offtake Agreements</li> <li>• New Accounts</li> <li>• Social Media Metrics</li> <li>• Investment and/or Contract pipeline</li> </ul>	<p><b>Summary Proposed Terms</b></p> <ul style="list-style-type: none"> <li>• Name</li> <li>• Size:</li> <li>• Type:</li> <li>• Round</li> <li>• Sector</li> <li>• Geography</li> <li>• Fees</li> <li>• Use of Proceeds ...ETC...</li> </ul>
<p><b>Performance: Track Record / Pro Forma / Key Metrics</b></p> <ul style="list-style-type: none"> <li>• Investment Returns</li> <li>• Realized</li> <li>• Unrealized</li> <li>• Revenues</li> <li>• EBITDA</li> <li>• Asset Sales</li> <li>• New Accounts</li> <li>• Social Media Metrics</li> </ul>	
<p><b>Team: Biographies</b></p> <ul style="list-style-type: none"> <li>• Executives</li> <li>• Owners</li> <li>• Founders</li> <li>• Board Members</li> <li>• Advisors</li> </ul>	
<p style="text-align: center;">Disclaimer</p> <p style="text-align: center;">Footnotes that support any data/returns/etc</p> <p style="text-align: center;">Contact Info</p>	

