

## Executive Summary Requirements

Here is a framework that permits potential investors to quickly understand the company and the opportunity. The executive summary must address all points, preferably in the order listed.

1. Business Overview (three sentence summary of the investment opportunity)
2. Products and/or Services
  - a) The product or service
  - b) The customer problem it solves
  - c) The company's uniqueness and sustainable competitive advantage
  - d) The current (or future) competitors, their products and strategies
3. The Market
  - a) The target market and target customer; The size and growth rate of the market
4. Sales Strategy
  - a) The channels to be used to go to market
  - b) Sales strategies
5. Management Team
  - a) Senior managers, and their relevant skills/experience
  - b) Any open positions, and the key skills needed
6. Intellectual Property-- significant patents or other key intellectual property
7. Ownership and Control
  - a) Board of Directors
  - b) Capitalization table (list owners and percentages)
8. Capital Needs
  - a) Funds already invested by management and outsiders
  - b) Current capital needs
  - c) Pre-money valuation\* of the Company and terms of the current offering
  - d) Projected use of funds
  - e) Future financing plans, if needed
  - f) Exit Strategy: how will the investors cash out of this investment?
9. Summary Financial Information, with key assumptions

**Size: 5 pages maximum**

\*Pre-money valuation is the value of the company immediately before this new investment is made, for determining how much of the company'. For example, if new investors are going to get 25% of the company for \$200,000, the pre-money value is \$600,000 and the post-money value is \$800,000.



## ENTREPRENEUR APPLICATION

Instructions: to have your venture considered by the C-Cap Angel members, send this application **and a check for the \$200 non-refundable application fee** to: The Circuit, 4555 Lake Forest Drive #650, Cincinnati, OH 45242. Then send your Executive Summary by email to [c-cap@thecircuit.net](mailto:c-cap@thecircuit.net).

Name of Business Entity			
Address			
City	State	Zip Code	
Contact Person			
Telephone	Fax	Email	
Brief description of the business			
Year started (month if less than 24 months)		Number of employees and contractors (full time equivalents)	
Amount of Capital To Be Raised Now			
Pre-money Valuation (see the Executive Summary Requirements)			

Enclose the Non-Refundable Application Fee of \$200 by check.

I understand that this application is subject to all of the **Terms and Conditions for Entrepreneur Application** and that I have received a copy of that document. I have read those terms and conditions, and **I agree to all of them**. I represent and warrant that I have the authority to bind the venture in this regard.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Print Name: \_\_\_\_\_

## **Terms and Conditions for Entrepreneur Application**

C-Cap is an unincorporated initiative of the Circuit, an Ohio not-for-profit corporation. In this document “C-Cap” means the Circuit and its C-Cap initiative.

C-Cap facilitates the introduction of applicant businesses (“entrepreneurs”) and investors by circulating to investors the executive summaries, business plans, presentations and other materials supplied by the entrepreneur. C-Cap does not function as a securities broker-dealer, investment adviser, securities exchange or clearinghouse, and C-Cap is not registered as such with the Securities Exchange Commission or any state securities commissions.

C-Cap does not give any assurance or guaranty that any prospective investors using C-Cap will contact any venture, that entrepreneurs will receive any financing from the investors to whom C-Cap introduces the entrepreneurs. C-Cap is not responsible for any actions or omissions whatsoever of any prospective investors.

C-Cap has not made any independent investigation to verify the information provided by the entrepreneurs or investors, and makes no representations or warranties regarding the truth, accuracy or completeness of the information provided by the entrepreneurs or investors. Furthermore, C-Cap has not solicited any character or credit references of any entrepreneur or investor and makes no endorsement of any entrepreneur or investor.

C-Cap will not provide any advice to entrepreneurs or investors about the merits of particular opportunities or ventures. Nor will C-Cap provide any information as to how a transaction between an investor and an entrepreneur should be completed. All entrepreneurs and investors are strongly encouraged to seek legal counsel and other professional advice prior to entering any investment transactions resulting from their involvement with C-Cap.

C-Cap and the investors do not enter into confidentiality agreements with any entrepreneur or undertake any legal obligation of confidentiality, and any statements of confidentiality contained in any materials supplied by any entrepreneur are void and ineffective. Entrepreneurs are cautioned to take this into account in deciding what information to supply to C-Cap and investors.

C-Cap has not made any investigation to verify that any investor is actually an accredited or sophisticated investor. Each entrepreneur is responsible to make his or her own investigation and evaluation of an investor’s accredited status or sophistication.

Each entrepreneur must negotiate his or her own securities sales transaction directly with the investor(s). Each entrepreneur and investor accepts sole and exclusive responsibility for making his or her own investigation of the other's financial condition and integrity.

This application does not constitute an offer to sell or the solicitation of an offer to buy any securities. Any sale or purchase of investment interest resulting from a facilitated introduction shall be on a negotiated basis between the entrepreneur and the investor(s) without any participation or remuneration to C-Cap.

C-Cap is designed to facilitate the flow of information between entrepreneurs and investors. It is not designed to be a source of clients or business for attorneys, consultants, brokers, dealers, or any others who charge fees for services to entrepreneurs or investors. C-Cap reserves the right to refuse service to individuals or organizations who do not act as principals representing their own interests.

By signing the Entrepreneur Application the entrepreneur agrees to hold harmless C-Cap and C-Cap’s officers, directors, employees, independent contractors and affiliated employees, from any and all claims of any kind arising out of participation with or investment in any venture provided by C-Cap, or use of C-Cap’s services in general.