

Executive Summary Example



FAST-FORWARD
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Contact:

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Funding:

\$30k available in seed funding
looking for \$300k

Use of proceeds:

- Extending of the existing infrastructure (\$50k)
- Strengthening the international protection of the backing technology (\$50k)
- Development of bots allowing integration with existing on-line content (\$120k)
- Advertising (\$80k)

Revenue forecast:

\$30m (base) to \$49m (optimistic) within 2 years of series A funding.

Reach profitability:

Within 2 years of funding.

Competitive Advantage:

First of its kind solution for contextual connections of visual content into Facebook and Twitter. Extensive experience in building highly scalable, high-transaction mass consumer solutions.

Management Team:

Andrej Jurkovič, Co- Founder/CEO
Peter Boban, Co-Founder/COO
Robert Gerst, CTO
Daniel Modrý, VP Engineering

ELEVATOR PITCH

FF is a platform that connects visual media publishers with largest social communities offering them relevant content according to their on-line activity thanks to unique data-mining and image-analysis algorithms.

MARKET VALIDATION

Acquired 800 publishers and 30 paying media partners in less then 8 weeks. FF is currently connected to 70 specialized on-line communities that provide, share, and rate the content. More than 40% of publishers have repeatedly logged in and uploaded content.

PROBLEM

Both private and professional consumers of on-line content struggle with finding relevant information in a highly dispersed and noisy environment. There is a large gap between the accessibility and search-ability of text and visual content.

SOLUTION

Cloud-based change-detect and notification engine integrated with social media and majority of web 2.0 publishing tools analyzing content, popularity and relevance of the published content serving it based on automatically learned-in user preferences and interests.

TECHNOLOGY

Software developed as a cloud-based service utilizing commodity server hardware and software. Three patents cover algorithms, update notifications and architecture.

MARKET OPPORTUNITY

Content-based analysis of visual media and its integration into the social media ecosystem of todays internet represents the next frontier in automatization in online advertising. The opportunity is \$5b in the next 3-5 years.

WHY INVEST

FF has reached the point when it is clearly asked for by both on-line and off-line media publishers. Funding allows us to extend our infrastructure in order to reliably support to growth awaiting us in the following 1-2 years.