

## YOUR GUIDE TO MAKE AN EXECUTIVE SUMMARY

### step 1

REVIEW OUR  
INVESTMENT CRITERIA

### step 2

CREATE YOUR  
EXECUTIVE SUMMARY

### step 3

SUBMIT YOUR  
APPLICATION FORM

#### STEP 1: REVIEW OUR INVESTMENT CRITERIA

Is your venture a correct fit for LEO Capital? You undertaking must meet the majority of the criteria underneath keeping in mind the end goal to be considered.

##### 1. SECTORS

Operate in one of our investment sectors of media, it, coaching, property, commodities, food and retail industry

##### 2. INVESTMENT SIZE

Be looking for speculation capital in the scope of \$0.25M-\$3M, organized as either obligation or value.

##### 3. STAGE

Be an early-to mid stage organization that is scaling.

##### 4. POTENTIAL FOR FINANCIAL SUSTAINABILITY

Have a plan of action that exhibits the potential for money related manageability inside a five to seven year time frame; including the capacity to cover working costs with working incomes.

##### 5. POTENTIAL TO ACHIEVE SCALE

Have the capacity to exhibit a reasonable way proportional the quantity of end clients over the time of our speculation and be situated as one of the main specialist co-ops in the market.

##### 6. STRONG MANAGEMENT TEAM

Have the capacity to exhibit a reasonable way proportional the quantity of end clients over the time of our speculation and be situated as one of the main specialist co-ops in the market.

#### STEP 2: REVIEW OUR INVESTMENT CRITERIA

An Executive Summary is a four-to-six page diagram of your business. We search for brief and solid rundowns which address the key inquiries verbalized underneath.

##### 1. Business visionary AND TEAM

What is the foundation of the business visionary and initiative group? What parts do they fill? Why are they fit the bill to lead this wander? What are their abilities, do their aptitudes supplement each other; are there any expertise crevices? Do they function admirably together?

##### 2. Item

What is the item (characterize concisely)? What torment point confronting Base-of-pyramid (BoP) clients does this item address? How does this item – in a special or predominant way – address the torment point? What is this current item's exceptional leverage? [Exceptional arrangement? Item advancement? Enhanced quality? Plan of action development? Client reach? Special association?]

##### 3. Clients

Who are the objective clients? What clients have utilized item/benefit, and what affect has it had on their lives? What is the client's ability to pay? How extensive is the addressable market size, and client request? What confirm exists that clients think about the strategic offer (client referrals, voice of the client interviews, and so on)?

##### 4. Rivalry

What is the opposition? What is the favorable position (in zones that matter to the end client) of this item/benefit over existing ones that are either as of now accessible available or through beneficent dispersion channels? What are those choices? What are the three-to-four key market drivers that would influence the market and all player working inside it?

##### 5. OPERATIONS/DISTRIBUTION

By what method will the business person have the capacity to create the item, or convey the administration? What is the dispersion system to achieve the client? What is the client procurement procedure? What parts of the plan of action have/have not been tried or guided?

##### 6. Effect – SOCIAL IMPACT

What is the hypothesis of progress? How would you see your association causing client "activities" that connect to quantifiable "results" and along these lines genuine "effect"? What social or natural effect can be accomplished (positive and negative)? How does your association plan to gauge these results, and how would they attach to social effect? (eg measurements, definitions)

##### 7. Effect – SCALABILITY

What is the current scale (e.g. number of clients came to)? In what manner will association accomplish noteworthy scale inside five years (e.g. achieve 1M end clients; develop by request of greatness)

##### 8. Effect – FINANCIAL SUSTAINABILITY

What is the income demonstrate? At the point when will the item/benefit be income positive? Fiscally maintainable? What turning points will this financing round empower? (If you don't mind incorporate a duplicate of the organization's financials, and clarify any suppositions utilized).

#### STEP 3: SUBMIT YOUR APPLICATION FORM

Once you have reviewed our investment criteria and determined that your enterprise could be a fit, please fill out the application form below and have a PDF of your Executive Summary on hand to upload.