**Crafting an Executive Summary**

**Technology overview**

1. Keep it high level- convey enough information so that people understand how this applies to your target market segment

**Target market segment & competitive advantage**

1. State the problem in the existingmarket that you are trying to solve
2. Be realistic about which target market segment or patient populations you are likely to have an overwhelming competitive advantage

**Proof of principle & outstanding risks**

1. Outline what you know & what you don’t know in terms of the technology risk and what it will take to get this to commercial scale- be upfront about “known unknowns”
2. If you are in a “grave yard” area where many others have failed before to bring products to market (e.g. sepsis, stroke, etc.) why do you think you will succeed where others have failed?

**Regulatory pathway and clinical trial design (for FDA-regulated products)**

1. If a device is this a PMA or a 510k (hopefully the latter!)
2. If a drug, how close to an IND & are there biomarkers or surrogate markets for trials
3. How large are the trials, is patient recruitment tricky, etc.
4. Approach the FDA early on and get their feedback- discuss any you have had so far

**Competitive landscape**

1. What are the big guys doing that is similar (big pharma, big device companies, etc.)?
2. Why is your technology better from the standpoint of the end-user?
3. How far ahead/behind the competition are you?

**Reimbursement (for FDA-regulated products)**

1. Show why the payers will pay for this- how does this save the system money
2. Are there existing reimbursement codes?
3. Initial conversations with payers are helpful- discuss any you have had so far

**Patents**

1. Stage of patent prosecution (provisional, PCT, allowed, issued, any office actions, etc.)
2. Status of licensing discussions with the university for the patent rights
3. Types of patent claims (use patents, design patents, composition of matter, etc.)
4. What patents will you need access to for “freedom to operate”

**Capital sought & development plan**

1. Clearly state what key milestone(s) you want to hit, how these milestones will add value & de-risk the technology and how much time and money it will take to get there
2. Describe the “path to profitability”- *estimate* how much time, capital to get to positive earnings.

**Company X**

**Executive Summary**

**Industry Sector:** ex. Medical Device – Neurology

**Product Description:** ex. Deep brain stimulation device

**Development Stage:** ex. Prototype Beta, Preclinical Animal Studies Completed

**Business Opportunity and Target Market**

NewCo is developing a surgically implanted Deep Brain Stimulation (DBS) device used to treat essential tremor, Parkinson’s disease, obsessive-compulsive disorder, and dystonia. This surgically implanted neurostimulation device delivers electrical pulses to key motor centers in the brain, and consequently reduces disease symptoms. Unlike current treatment options, NewCo’s device is not corrective in nature, and instead maintains proper neuronal activity and prevents further deleterious neurologic events from occurring by generating a basal low-voltage frequency.

NewCo is targeting the DBS market for movement disorders, a market currently led by Medtronic’s DBS system. The incoming entrepreneur would be responsible to lead clinical prototype development, FDA filing, and human pilot studies.

**Technology Description**

NewCo’s approach uses a neurostimulation device, similar to a cardiac pacemaker, to deliver low-voltage electrical stimulation to key motor centers in the brain. By maintaining a low-level field, the device has shown minimal loss of motor control in preclinical models.

**Achievements to Date:**

* 2 patents filed (US and PCT)
* $250k in financing from founders, two state technology grants, and one NIH small business grant
* Developed working prototype
* Completed preclinical studies

**Key Advantages:**

* Existing CPT reimbursement codes
* Duration of motor system function increases over time
* No long-term effects – implant can be turned off or removed
* No battery maintenance required
* Allows the user or clinician to adjust therapy – voltage and frequency
* Can be used in combination with medication
* Significant reduction of dyskinesias

**Principal Investigator (PI):** Jane Jones, MD

**PI Bio Brief:** Dr. Jones is an associate professor of medicine at Alumni University. She is board certified in internal medicine and neurology, has contributed to 10 patents, and has published 150+ scholarly articles.

**PI Website:** Link

**PI Past Start-Ups:** None

**Members of Mgmt Team:** John Smith, PhD

**Need:** X amount of investment for Y technology development