

Executive Summary

Company Profile Example

The **Company Profile** is the brief outline of your company's purpose and goals. Make it clear, simple and try to fit it on one or two pages maximum. Remember that a good company includes:

- A brief description of products and services
- A summary of objectives
- A solid and concrete description of the market
- A snapshot of growth potential
- An overview of funding requirements

An investor will say you that if your company profile cannot clearly define how your business will solve a particular problem and make a profit, then it's very possible the opportunity you are promoting does not exist- or that your proposal to take advantage of an innovative opportunity is not well developed.

See below a good example of a simple, but effective, Company Profile:

Mission:

To become the most popular sustainable backpacks brand in the Middle East providing an unique and fashion assortment of high quality design products made from recycled marine materials.

Business summary:

Sustainably designed backpacks have come a long way since their humble beginnings but nowday their demand is constantly increasing and the market is ready for DeepSEA products. DeepSEA is the innovative company that upcycles marine litter to fashion backpacks.

Every year, thousands of tons of rubber tubes from tires are disposed of as waste, only in Morocco. This material is not degradable and would be energy-intensive to recycle. Reusing this material smartly can have a substantial impact on the environment. DeepSEA was born July 2015 from a conscious purpose to contribute in preserving the environment. Being unique in the Region, gave us an advantage.

Backpacks created by DeepSEA are designed by professional creators, made of used inner rubber tubes from bicycles and fishnets as first focus, plus an upcycling combination with other discarded material. Our slogan is: "Fashionably Responsible!"

Business information:

Company name: DeepSEA
Person to contact: Amina Mar
Email: amina@deepsea.com
Address: Casablanca
N. of fixed employees: 3

Product/service: Handbags and home furnitures
Level of maturity: 2-4 years
Sector: Resource efficiency & sustainable waste managment
Country: Morocco

Customer problem, and solution proposed:

We focus on contributing to preserve the environment and raise awareness for this vital issue through everything they do.

This is reflected in every aspect of our operation through minimizing printing as much as possible and using only recycled paper when necessary; using recycled carton packaging for our products; incorporating discarded natural fabrics in our products with minimal use of synthetics; using high quality accessories such as YKK zippers and plastic buckles, as well as bronze and stainless steel handcrafts for our metallic accessories, the rubber leftovers are collected and granulated for other potentials like landscaping and artificial playground additives; and focusing our communication strategy on digital and online media, therefore reducing the use of paper waste. We are measuring our carbon footprint and we include a counter on the website displaying how many Kg of rubber have been saved since we started operation.

Market/Customers targeted:

DeepSEA is a B2C product. Even when it manufactures custom or corporate giveaways for companies, the product will remain a consumer good.

Two Types of consumers:

First: (trendsetters)

- Live a healthy lifestyle.
- Value authentic and organic things.
- Care for the environment.
- In the know, well travelled.
- Well educated.
- Value quality and don't mind paying a higher price.
- Like to be unique, different and seek originality.

Second: (adopters)

- Because it's "cool" & trendy.

Financial information:

Monthly Burn Rate:

- €: Now it's in the 1100 €

Type of Financing Sought:

- Equity

Pre Money Valuation:

- €: around 200,00 €

Why are you looking for Financing?

- Business expansion

Define the amount of capital seeking:

- 50k - 100k €

Financial projections:

	<u>FY1</u>	<u>FY2</u>	<u>FY3 (today)</u>
<u>Revenues</u>	50.000€	40.000€	20.000€
<u>Expenditures</u>	120.000€	80.000€	12.000€
<u>Funding requested</u>			