Sample First Paragraphs of an Executive Summary

Med-DE-signer—a new platform that will engage students, the public, and researchers to create new pharmaceuticals for half the price! The biotech world has experienced drastic declines in profitability over the past year, and these trends will only increase. Currently, evaluating ideas for new medicine is a trial-and-error process that costs companies billions. By offering them a new way to do this, we at Med-DE-signer will help clients lower the cost of making medicine, expand existing markets, and open new market opportunities.

The foundation of our solution is the use of computers to quickly and insightfully model how medicine works in the body. We employ this technology through a platform which fosters a two sided network: the “medicine designer” side and the “medicine maker” side. The designer side is composed of students, the public, and researchers. We offer an online, easy to use, game-like user interface which provides access to our computer models through the website Medesign.com. Using this interface the machine designers visualize a target, and share what they have have in real time.

Medicine makers should be willing to pay upwards of $25K for these pre-tested results. Considering how expensive their overhead is, this is a real bargain. There are 4,300 medicine makers in our target market, and each one does many projects a year. We estimate that our revenues will exceed $8M/year.

(additional financials, funding streams, and goals follow…)

After discussion, we'll compare this to the MedWorks Medicine by Design summary