

Executive Summary Excerpt - Mobile Internet Services Company. The name of the company has been changed to Company X for the purposes of this sample. Company X went on to raise \$8 Million and was later sold to another startup.

Executive Summary

Company X is an Internet services company, located in Atlanta, Georgia. Our technologies consolidate and deliver personalized Internet content to a variety of devices, including smart phones, Palm Pilots, Palm PCs, pagers, and any other Internet-enabled device. The Company X service uses these technologies to benefit both content providers and distribution channels. The result is an instant "Anywhere" solution, allowing Internet portals to deliver content to multiple devices and giving device/service providers the ability to tap into a rich variety of content offerings. Consumers configure the service using the Company X "Organizer". This co-brandable web interface allows consumers to choose which content they desire and how and when that content is to be delivered to their devices. Later offerings will continue to apply these technologies as we look to redefine access to the Web and develop innovative solutions for consumers and businesses.

Company X comes as a direct response to two growing trends in the industry: The increasing appearance of alternative Internet-enabled devices and the rising trend among Internet brand leaders to promote "anywhere" strategies. "Yahoo Everywhere" and "AOL Anywhere" are placing substantial pressure on all content providers who wish to be viewed as serious portal players to come up with their own "anywhere" game plan. Company X can give these companies a head start by instantly opening a gateway to leverage their content on the wealth of new Internet-enabled devices hitting the market, not to mention the standard wire line telephone.

Company X is differentiated from competitors in three distinct ways. First, the service provides access for a wide range of Internet-enabled devices and is built with core technology that makes it easy to support new devices as they emerge on the marketplace. Second, the Company X Organizer allows consumers to isolate the particular content channels they desire maximizing the limited resources of these alternative-access devices by focusing only on content that is of interest. Finally, and perhaps most importantly, Company X brings more than enabling technology to our partners -- we bring relationships. By partnering with service providers, device manufacturers and content developers we can open up new opportunities for brand extension, customer retention and cross-marketing. This creates added benefit for all our partners and added incentive for prospective partners to tap into our distribution relationships.

We are in the process of developing agreements with major content providers as well as wireless service providers to distribute targeted content. Currently we are working with the following organizations: [\[list omitted\]](#)