

# Executive Summary “ Expansion Financing

**Company Name:** NovaTech Solutions Inc.

**Date:** June 17, 2024

## Overview

NovaTech Solutions Inc. is a technology services provider specializing in cloud-based software for small and medium-sized businesses. Established in 2018, the company has experienced consistent annual growth of over 30% and has developed a strong market presence in the northeastern United States.

## Purpose of Funding

We are seeking \$2,000,000 in expansion financing to establish two new regional offices, expand our development team, and increase marketing efforts. This additional capital will support our strategy to enter the Midwest and Southern markets over the next 18 months.

## Growth Opportunity

Our market analysis identifies a significant demand for scalable cloud solutions among under-served SMEs in the targeted expansion regions. With our proven products and experienced team, we are well-positioned to acquire new customers and double revenues within 2 years.

## Use of Funds

- Opening and staffing two additional offices: \$850,000
- Product development and technical staff hiring: \$650,000
- Marketing and customer acquisition campaigns: \$400,000
- Contingency and operational reserves: \$100,000

## Financial Projections

Based on historical growth and projected market expansion, we anticipate reaching profitability by Q3 2025, with projected revenues of \$5.4M and EBITDA margins above 20% by year-end 2026.

## Team & Track Record

The executive team brings over 50 years of combined experience in SaaS, sales, and business development. Our recent achievements include a successful Series A raise and a portfolio of 700+ active business clients.

## Summary

Expansion financing will enable NovaTech Solutions to accelerate its growth, capture significant share in new regional markets, and deliver enhanced value to both customers and investors. We invite you to join us on this next stage of our journey.

## Important Notes

- Executive summaries should be concise (1-2 pages) and tailored for potential investors or lenders.
- Highlight clear funding needs, use of funds, and anticipated outcomes.
- Emphasize market opportunity and team capabilities.
- Financial projections should be realistic and supported by data.
- Always update company details and figures to ensure accuracy and relevance.