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Executive summary

We would like to introduce you to the opportunity to invest in our **promising and rising cosmetic company**.

The mission of "KSEN cosmetics" is to explore and redevelop traditional cosmetic recipes based entirely on natural ingredients – combined in innovative products, with enhanced healing effects. Primary components of these products are of animal and plant origins with proved favorable impact on the skin.

The first product from the upcoming series created by our team is **Ksenoleum**. The uniqueness of the formula consists in the absence of synthetic emulsifiers, stabilizers, preservatives and last but not least – ostrich fat.

Cosmetic industry is one of the fastest growing industries therefore the development of new products, technologies and production methods is required. According to A.C.Nielsen the economic crisis had a small impact on the cosmetics branch as a result of growing consumers' interest and the industry's perspectives.

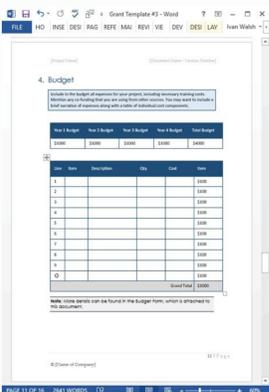
Thorough research was concluded that the majority of cosmetic companies use traditional ingredients in their products, while ostrich fat is still considered exotic. Consequently "KSEN Cosmetics" has a slight competition on the market. **Ksenoleums' competitive advantage is in a unique product that combines the high quality of medical cosmetics at a reasonable price.** The latter is possible due to the facilitating standardization procedure compared to other medical products.

"KSEN Cosmetics" would realize the sales of its products through direct trade channel – in the company's head office, as well as indirect trade channel – through distributors. These would include bio shops, pharmacies, online stores and beauty salons. To determine the price the correlation price/quality was considered. Once direct and indirect costs have been calculated, the prime cost of the product is determined to be 15,90€.

Our product Ksenoleum is intended for: **women from 20 to 60 years of age – for cosmetic use; people with skin diseases like psoriasis, dermatitis and eczema – for therapeutic use; people with morphologic skin alterations like scars and skin stretch marks – for therapeutic use.**

The company "KSEN Cosmetics" is founded by a group of young and promising students bio-engineers. The founders Kaloyan, Silviya, Elena and Natallya are motivated to create innovative natural products. The results of their fruitful collective work are diverse projects, competition participations and honors.

Through traditions we explored the past, through innovations we will conquer the future. Consequently now is the time for this product and we are the team to make it happen.





LIZA ADAMS

FASHION DESIGNER

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OBJECTIVE

I am seeking to secure a fun, exciting, and challenging fashion designer position that will allow me to best utilize my passion, skills and expertise regarding fashion in the hopes of contributing greatly to today's ever-changing and always demanding fashion industry.

EXPERIENCE

June 2011- Present Fashion Designer
Oakland Suits
pick and prepares clothes and accessories for pictorials and ads

EDUCATION

May 2009 - April 2011 Masters of Arts in
Fashion Design
University of North Texas
Denton, Texas

SKILLS

- Creative Thinking ██████████
- Detail-oriented ██████████
- Strong Visualization ██████████
- Good Eye for Detail ██████████
- Compitative Spirit ██████████

PROFILE

I am a fashion blogger who enjoys keeping up to date and learning about all the latest trends in the fashion industry and educating and promoting all things unique and interesting about fashion through blogging and other forms of online social media.

REFERENCES

Noemi Griffin
Fashion Design Instructor
Fashion Design Institute
012-345-0005
noemi@email.com

One page investment summary example

P&L Summary			
'000s	2012	2013	2014
Total Sales	xxx	xxx	xxx
COS & Overheads	xxx	xxx	xxx
EBITDA	xxx	xxx	xxx
Margin	-	xx%	xx%
Employees	10	17	24

Company Profile: Attractive Company Limited

One Line Pitch:
Attractive Company Limited (ACL) is seeking equity funding of €750,000 for sales & marketing expansion and for the hiring of key staff to build an affiliate network for international sales.

Business Summary:
ACL provides cost effective solutions to customers with a well understood need. Using the cloud, customers experience benefits faster and more efficiently than other solutions on the market.

Present Position:
The product has been developed and has undergone pilots in Ireland. The system is fully functional in Ireland and the UK and a new property can be switched on within a week.

IPR Position/Strategy:
ACL has developed its own software and owns the IP. The intention is to establish and grow the ACL brand rapidly in its key markets.

Sales & Marketing:
ACL will focus on its target customers with Ireland, UK and USA being targeted initially. For larger customers there will be a direct sales approach with a list of prospects identified and engagement already progressing. Two experienced senior industry experts will be hired. For smaller customers ACL will conduct an extensive marketing campaign.

Company: Attractive Company Ltd
Stage of Development: Start-Up
Investment Required: €750,000
Sector: Technology-Software
Skills Sought: Finance; Marketing
Revenues:
2012: €213,000
2013: €2,475,000
2014: €6,511,000

Financial Information (EUR):
Customer pays €50 per month for entry-level system. The target number of customers will rise from 340 in 2012 to 4,088 in 2014.

Target Market: The Opportunity
There are 12,000 customers in the UK, 55,000 in the US and 900 in Ireland. In Europe, there are over 132,000 customers. Additional opportunities exist in other international markets.

Management & Shareholding:
John Experienced, Founder & CEO: 25 years' experience in global sales & service management with BigCo. Founder of innovation consultancy, working internationally on customer-experience projects in multiple sectors.
Joe Brains, CTO: Over 20 years' experience on CRM and mobile projects working with private and public organisations.
Mary Smith, COO: Over 25 years' experience in ramping and running technology businesses.

INVESTMENT BANKER

✉ your.name@gmail.com ☎ (000) XXX-XXXX 📍 142 Your Address Blvd, City Name, CA XXXX

[Today's Date]
[Writing Manager]
[Company Address]
[Company City, State xxxxx]
[xxx] xxx-xxxx
[Writing Manager@gmail.com]

Dear [Mr./Ms.] [Manager's Name],
My name is Jamie Hazz, and I'm writing in support of my application for the Investment Banking Associate position at David Blair & Company. While a Bachelor's Degree in Finance and a Master's Degree in Business Administration have given me the fundamental knowledge necessary to be a successful investment banker, it's the 2+ years at LTA Inc that's significantly furthered my expertise.

Over the last 2 years as an analyst in the M&A division at LTA Inc, I've contribute meaningfully to 6 M&A deals totalling in excess of \$3.8 billion, serving as the lead analyst in 3 of these deals. Apart from being integrally involved in valuation and financial modeling for these deals, I was also responsible for maintaining pitch books and ensuring that all stakeholders, both internal and external, had all the information they needed at the right time.

I've been praised by my seniors for the attention to detail and clarity in my reports, especially my executive summaries. One of the MDs termed my executive summary for a critical \$1.3 billion M&A deal the "most well-written report I've come across in years." I understand how critical data and reports are in decision making, which is why approach writing even the simplest of reports or updates with utmost diligence.

Another facet of my personality that I'd like to highlight is my networking and people skills. I am proud of my ability to effectively interface with colleagues — be it peers or higher ups — as well as clients, both actual and potential. In fact, I was assigned a summer intern to assist with my tasks while I was in my analyst role, a first in my firm. This is a testament to how quickly I've settled into my role and my manager's faith in my people management abilities.

I'm now ready for a more impactful role in a larger firm, which is what motivated me to apply for the position you advertised. I'll be happy to answer any questions you have in person or online, at your earliest convenience. I can be reached at (phone number) and (email).

Sincerely,
Jamie Hazz

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