# Executive Summary (2 pages single-spaced)

## Company Name & Contact Information

* Company name and location:
* Your contact information (names, email addresses and phone numbers):

## Opportunity/Problem

* Briefly describe the key problem or unmet need that you will address for your customers.

### Solution

* What products or services will you offer to address the problem above to meet your customers’ need(s)?

### Competition and Competitive Advantage

* What other options do your customers currently have to address their needs, and what makes your solution better for them?
* What is your “crystal clear” competitive advantage? What are you most counting on to encourage potential customers to buy from you?
* If you have a common business, explain why customers need your particular business. Do you offer lower prices? More convenient hours? A better location or distribution method? A specialty that is not otherwise available in your area? Do you have a different way of promoting your business?
* If your company is doing something new and different, explain why the world needs your product or service innovation. What is it about existing businesses or situations that are subpar? Are you improving on a mediocre product or service category?

### Target Market

* Who is your primary target market?
* What is the size of that market?
* What are the key trends affecting your industry that will make it an attractive market (e.g. competitive, economic, cultural, demographic, lifestyle, technological, political/legal, environmental sustainability, etc.)?

### Why Us?

* What is it about your company — your skills, experience, subject-matter expertise, business acumen, team, innovations, industry connections, key advisors, and so on — that makes you (or your team)the right one(s) to take advantage of this market opportunity?

### Forecast

* Summarize your financial goals. How much revenue do you expect to make in the first year of your business? What kind of revenue growth do you expect in the following years? When do you expect your business to be profitable, or do you have a strategic reason for running at a loss instead?

### Financing Needed

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| * How much money will you need to raise and what will it be used for? |

* How do you plan to fund your business? Will you need to seek outside financing or invest your own money to get it started?