

Executive Summary

For

Think of this as a short sales presentation that tells the reader what you are doing, why and how you are doing it, why you are qualified, and what sets you apart in the marketplace

Business concept: Introduce your business, product/service, and the problem you solve.

Address the current state of your business and its history.

Discuss your products and services including pricing.

Market: Describe how you will operate in the market and what your competitive advantages are.

Management: Include qualifying information about management and key personnel.

Financial features: Summarize information from financial statements and forms that document the viability of your business and its soundness as an investment.

Financial requirements: Indicate the cost of the project (investment and working capital) and how you plan to finance the business.

Financial potential: Lastly, detail your road to success by projecting growth.