# Company / Project Title

EXECUTIVE SUMMARY

# Overview - The Quick Pitch

This is a brief section that describes what your business or project is all about.

**TIP:** The ability to describe what your business does in just one compelling sentence  
will be a huge asset to you as you talk about it with others.

# The Problem

Here is where you describe the problem that you are solving.

* What is the problem and how big is it?
* Who is the target audience? Who is this problem affecting?
* Are there currently any solutions to this problem? Who is the competition?

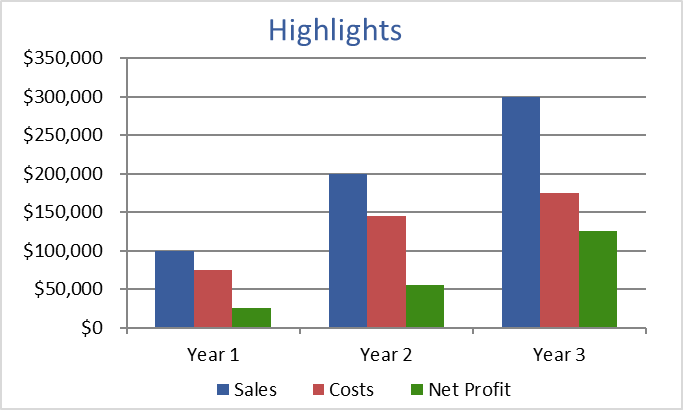
# The Solution

Here you describe how your business solves the problem for your target audience.

* How does your business solve the problem?
* Is it a simple or complex solution?
* If it is complex, how can you make it simple, or describe it more simply?

# Highlights

Here you can show the most important market analysis and data that captures the potential your solution can have in the marketplace. We recommend pulling the most compelling highlights from your plan or proposal. You can also talk about the strengths and advantages of your staff and any partnerships you may have.



[Optional caption for graph]

# Keys to Success

Discuss the main steps necessary for your business to be successful.

* What is your marketing strategy?
* What resources will you need? (partnerships, funding, materials)
* What does your timeline look like?

# Financial Highlights

If part of the purpose of your proposal is to seek funding, you may want to dedicate a full section to talk about the funding you currently have and what funding you'll need.

* What is your 3-year earnings projection?
* When will you break even?
* How will investors be repaid?



How to use this Executive Summary Template

**Replace Sample Text**

The section titles, descriptions, questions and tips are all meant to help make it easier for you to write your executive summary. Feel free to change anything to best fit your needs and replace the text as you go.

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