



Executive Summary Guide

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?

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?
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