"To turn really interesting ideas and fledgling technologies into a company that can continue to innovate for years, it requires a lot of disciplines." -- Steve Jobs
(USE THIS EXEC SUMMARY TEMPLATE TO ORGANIZE everything that you would cover in your Ten - Twenty minute pitch)

THE OPPORTUNITY: OUR VALUE PROPOSITION

(You might want to write this section AFTER you’ve completed everything else.)

This is your up-front “tease.” Make it catchy and appealing.
Can include slogan but it shouldn’t be just the slogan. In a few short sentences, what are the market conditions that make this company the “right” investment now and why are you the team to make this venture successful? Make it enthusiastic, professional, complete, and concise.

EXECUTIVE SUMMARY

I. Company Description

Mission Statement
Why does your company exist? What is it that your company aims to do? Many companies have a brief mission statement, usually in 30 words or fewer, explaining their reason for being and their guiding principles. Some examples:

"Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings."

"To create positive memories for all who touch DQ®."

"The mission of the LVMH group is to represent the most refined qualities of Western “Art de Vivre” around the world. LVMH must continue to be synonymous with both elegance and creativity. Our products, and the cultural values they embody, blend tradition and innovation, and kindle dream and fantasy."

Company Goals and Objectives (One to two paragraphs)
Explain the fundamentals of the proposed business: What will your product be? Who will your customers be? Who are the owners? What do you think the future holds for your business and your industry?
For example, a goal might be to have a healthy, successful company that is a leader in customer service and has a loyal customer following of x-users by its 3rd year. Objectives might be annual sales targets and some specific measures of customer satisfaction.

II. Your Business Philosophy and Competitive Advantage: What is important to you in business? Describe your most important company strengths and core competencies. What factors will make the company succeed? What does the competition have or do that you will do better or differently? (e.g. do you have a patented product? Are you the first to market?) What do you think your major competitive strengths will be? What background experience, skills, and strengths do you personally bring to this new venture?

Industry Snapshot:
Describe your industry. What are the current trends? What changes do you foresee in the industry, short term and long term? How will your company be poised to take advantage of them? Why does the world need your product or service? How will your product or service benefit your target consumer/audience?

III. Products and Services:

Describe your products or services (technical specifications, drawings, photos, sales brochures, and other bulky items belong in Appendices). How does it work? To whom will you market your products? (State it briefly here—you will do a more thorough explanation in the Marketing Plan section).

IV. Sales and Marketing Plan

Your marketing plan should refer to the trends in the market (that you described in the competitive snapshot above), your target customers and how you will reach them. The marketing plan sets the groundwork for your financial projections (which come later).

Customers: Who are your customers? You may have more than one group of target customers. You’ll need to identify each and how you will reach and retain them. What are their demographics?

Marketing Strategy: How will you reach and retain your customers? Is an online strategy the only and/or best way to reach them? What kind of advertising will you utilize? Will you employ a marketing-partnership strategy with stores who could distribute your product?

Sales: Where will your revenues come from? How are you projecting their growth? When do you expect profitability?
V. Management and Organization

Owners and Management: What is the management hierarchy and who is responsible for what key functions? (Include a short bio on each.)

Professional and Advisory Support (could be any/all of following):
Board of Directors, Management Advisory Board, Legal Advisors, Mentors and Key Advisors

VI. Financial Projection

Now that you have described your products, services, customers, markets, and marketing plans in detail, it’s time to attach some numbers to your plan. Use a sales forecast spreadsheet to prepare a month-by-month projection. The forecast should be based on your historical sales, the marketing strategies that you have just described, your market research, and industry data, if available.

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A snapshot graph is enough for an Executive Summary.