Executive Summary Template

PandaTip: The executive summary is arguably the most important part of a business plan. It may likely be the first thing investors or lenders read about your business venture, so it's important to make a good first impression and to keep these readers engaged. After all, the future of your business may depend on it. Business plan experts recommend keeping the executive summary to 1 or 2 pages in length max.

[COMPANY] is a [BUSINESS TYPE] founded as of [DATE] to (Talk about the ultimate goal of your company – the "big idea." This first sentence is all about capturing the reader's attention, in terms they will understand).

1. **PRODUCT**

[COMPANY] provides/makes/produces/serves (as applicable) the following:

PandaTip: What does (or will) your business do? Follow this with a discussion of where you are in terms of your product development, and what your future plans are with respect to development.

2. **MARKET**

Our target customers include (who). The total addressable market is [DOLLAR AMOUNT]. [COMPANY] is pre-revenue but is gaining meaningful traction with customers. Based on this plan, [COMPANY] projects that it will be able to capture at least [NUMBER] percent of this market over the next [NUMBER] years.

3. **COMPETITION**

Our competition is comprised of [WHO]. [COMPANY]'s competitive advantage lies in (Explain your competitive advantage and differentiation in the market).

4. **MANAGEMENT**.

[CEO NAME], CEO of [COMPANY], is tailor-made for this opportunity because (description). Other members of the management team include:

[MANAGER NAME] – (2 sentences max on Experience & Education Of Manager)

5. **FUNDING NEEDED**.

[COMPANY] is seeking [DOLLAR AMOUNT] for (Describe how you will use the capital), which will enable us to (Describe the results investors should expect from this). Our ultimate goal is an exit within [NUMBER] years by way of (An IPO (highly unlikely, but possible) / an acquisition (more likely, but not easy), something else).

6. **FINANCIAL PROJECTIONS**.

[COMPANY] is pre-revenue, but we have [NUMBER] (Letters of Intent, POs) that should help us generate meaningful revenues in a relatively short period of time. Our 5 year projections based on our extensive market research and a detailed knowledge of what is needed to scale the business are shown in the graph below.

PandaTip: Provide a visual here that shows the growth path you expect for your startup.

Should this opportunity fall within your investing interests, please don't hesitate to contact the undersigned at [PHONE] or [EMAIL].

Thank you for your consideration.

[COMPANY NAME]

_____ _____

[NAME], [TITLE] DATE