I. Executive Summary
   The Executive Summary should emphasize the key issues presented. A critical point that must be
   communicated in the Executive Summary is your company’s distinctive competence – the factors that will
   make your business successful in a competitive market. In total, your Executive Summary should be no more
   than three pages in length and provide the reader with a succinct overview of your entire business plan.

   A. The Purpose of the Plan
      1. Two examples of purpose include:
         a. Attract investors
         b. Document an operational plan for controlling the business

   B. The Company, Product/Service
      1. The needs your company will satisfy (problem/solution statement)
      2. The products or services you will offer to satisfy those needs AND what makes the offering “special”,
         i.e. intellectual property, uniqueness, etc.
      3. Business operations
      4. Strategic alliances

   C. Market Analysis
      1. The characteristics of your target market (demographic, geographic, etc.)
      2. The characteristics of your customer
      3. The products or services you will offer to satisfy those needs (problem/solution statement)

   D. Marketing and Sales Activities
      1. Marketing strategy
      2. Sales strategy
      3. Keys to success in your competitive environment

   E. Product or Service Research and Development
      1. Major milestones
      2. Intellectual property
      3. Ongoing efforts

   F. Organization and Personnel
      1. Key managers and owners
      2. Key operations employees

   G. Financial Data
      1. Funds required and their use
      2. Historical financial summary (if any)
      3. Prospective financial summary (including a brief justification for prospective sales levels)