FORMAT FOR EXECUTIVE SUMMARY

PLAN/COMPANY NAME

INDUSTRY

BUSINESS SUMMARY: (A One-Paragraph Description of Your Business)

PLEASE PROVIDE THE FOLLOWING DETAILS:

• What made you go for this venture and what’s your motive?
• Why do you think you will succeed?

BRIEF BUSINESS OVERVIEW:

• Whose/what problem is this solving?
• What is the need that it is addressing?
• Why it is important and what value it adds?
• Product/Service Specification
• Technology
• USP / Competitive advantage

MARKET OPPORTUNITY:

• Target Market Segment
• Addressable Market size
• Potential Revenue per year/quarter
• Geographies targeted and expansion plan

BUSINESS MODEL AND BUSINESS DEVELOPMENT:

• Go-to-market strategy
• Marketing Plan – Online/Offline
• Sales Channel Development
• Media Channels Used for Promotion
• Advertising Mix used and money spent on each
• Manpower Planning: Proposed Organizational Structure

COMPETITIVE ANALYSIS:

• Competitive advantage
• Existing / Potential Competition

CURRENT STATUS:

• Team
• Infrastructure
• Technology
• Market share

GO-TO-MARKET PLAN:
• Timeline and scope of product rollout
• Target market for launch and the best way to reach them
• Marketing communication plan
• Sales channel strategy, sales targets
• Risks and challenges

FINANCIAL PROJECTIONS:
• Expenses for xx years
• Capex, Opex
• Revenue for xx years
• P& L; Cash flow for xx year

FUNDS REQUIRED / USE OF FUNDS

TEAM COMPOSITION:
• Why is your team most suited for the venture?
• Do your team members have complementary skills?