

Executive Summary

Your executive summary provides an overview of your project, a description of your current business or business idea as well as a simple explanation of your activities.

Project objectives

What to include here:

- Nature of your project
- Opportunity you want to capture
- What are the timelines and revenue targets for your project?

Business description

What to include here:

- What solutions do you provide to your customers?
- How does your company fit within the current market?
- What are the current major initiatives of your business?
- Where is your company located?
- How long have you been around, and what's changed since you first started?

Products and services

What to include here:

- What products or services are you currently selling?
- What portion of overall revenues does each product or service represent?

Financing need

What to include here:

- What is your current sales level?
- How much money do you require for your project?
- How do you plan on investing the money?

Key people

What to include here:

- Who are the main executives/advisors in your business?
- What experience do they bring to the role?
- What are their current responsibilities within the company?

Risk assessment and contingency plan

What to include here:

- What are your company's weaknesses, (internal), or threats, (external), that could unhinge your business plans?
- Are you facing a skilled shortage?
- Is there a risk of a competitor taking over your customers?
- Are there changes to laws or regulations that may affect your business?
- How you will monitor, measure and respond to these risks?