**EXECUTIVE SUMMARY**

**Overview - The Quick Pitch**

This is a brief section that describes what your business or project is all about.

1. **The Problem**

Here is where you describe the problem that you are solving.

* What is the problem and how big is it?
* Who is the target audience? Who is this problem affecting?
* Are there currently any solutions to this problem? Who is the competition?
1. **The Solution**

Here you describe how your business solves the problem for your target audience.

* How does your business solve the problem?
* Is it a simple or complex solution?
* If it is complex, how can you make it simple, or describe it more simply?
1. **Highlights**

Here you can show the most important market analysis and data that captures the potential your solution can have in the marketplace. We recommend pulling the most compelling highlights from your plan or proposal. You can also talk about the strengths and advantages of your staff and any partnerships you may have.

1. **Keys to Success**

Discuss the main steps necessary for your business to be successful.

* What is your marketing strategy?
* What resources will you need? (Partnerships, funding, materials)
* What does your timeline look like?
1. **Financial Highlights**

If part of the purpose of your proposal is to seek funding, you may want to dedicate a full section to talk about the funding you currently have and what funding you'll need.

* What is your 3-year earnings projection?
* When will you break even?
* How will investors be repaid?