**EXECUTIVE SUMMARY**

**Product Description/Objective**

This is your opportunity to tell your audience all about your company.

**Target Audience**

Let the reader know who your product is intended for in this section.

**Competition**

List your competitors here, and include reasons why your company is positioned well to handle any competition.

**Risk/Opportunity**

Here you can list the challenges and opportunities your company might encounter:

List a challenge or opportunity here.

List a challenge or opportunity here.

**Conclusions**

List your recommendations and suggestions based on the results presented in your report.