**EXECUTIVE SUMMARY**

**Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Company:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Company Information**

What is the description of your company?

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**A. Product/Service**

1. What is your product/service?

2. Who is your ideal customer?

3. What make you different from your competitors?

**B. Sales & Marketing**

1. How do you market to your customer?

2. What is your pricing strategy comparing to your competitors?

**C. Financial Information & Projection**

1. What are your sales for last 12 months and projected sales for next 12 months?

2. Do you have a financial plan for next 3 years? If yes, what is the plan?

(For example, obtaining $10,000 to expand the business)

**D. Future**

1. Where would you like your company to be in 5 years?

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