**TEMPLATE**

**EXECUTIVE SUMMARY**

Company Name

Company Address

*(Personal Address if start-up)*

City, State, Zip

E-mail Address Phone Number *(OPTIONAL)*

Facebook *(OPTIONAL)* Twitter handle @ *(OPTIONAL)*

**Company Information:**

1. How many employees do you have?
2. Full-time Part-time
3. Anticipate locating business in City of Chicago Located in City of Chicago
4. Date of establishment:
5. EIN Number:
6. Website address:

**Company Name**

Description of Business (Describe your business or business concept, including a description of your product(s) or service(s), how the product will be made, or services performed, what makes it unique, and the need it fills in the marketplace.)

**Market**

(Describe the target market for your product/service including market size, potential, and an assessment of the competition.)

**Sales and Marketing Strategy**

(Describe how your company will attract and retain customers, your pricing structure or fee for service.)

**Management Team**

(List the key members of your management team including their role in the company and their past work experience.)

**Social or Environmental Impact**

(Describe any social or environmental impacts your company will have on Chicago such as job creation, livable wages for employees, recycling or energy saving programs, etc.)

**Financial Summary**

(Provide projected revenue, expenses, and net profit (or net loss) for the next three years. If you are an existing business owner, please also provide financial information for the past three years or for the length of time your business has been in operation, whichever is longer.)

**Revenue:** $ $ $ $ $ $

**Expenses:** $ $ $ $ $ $

**Net Profit (or Net Loss):** $ $ $ $ $ $

**Narrative explanation of financial summary:**