**EXECUTIVE SUMMARY**

**Opening statement**: the essence of what the business is about (maximum two sentences, making them interesting).

/ your content /

**Brief company profile:** what the business exists to do (i.e. its **mission**); in one sentence sum up what your customers (and others) will say about your business in 5 years time (i.e. your **vision**); headline summary of key **sales** and **profit** objectives;

/ your content /

**Team** profile(s): briefly introduce you and the team with relevant background, experience; what you and the team are good at, including key successes

/ your content /

**Product/service** and **business model**: what is the product and/or service; the typical **target customers**; the specific difference the offer makes for them; its key advantage(s) versus the **competition**; the route(s) to access the target market; how it will be provided and delivered

/ your content /

**Summary goal/purpose** of the business plan: what **funding** is still required, stating its use; **investments** made so far (and by whom); when the initial investment will be recovered (i.e. payback period); any interest and dividends payable; what is your "**end game**" and how will you eventually plan to exit the business

/ your content /