**Executive Summary:**

This section must be written after the rest of the business plan is complete. A single short paragraph each should summarize each of the following sections. The entire executive summary should not be longer than a page and a half:

1. Description of the company and business concept: what are you selling? Is it a product or service? How is it unique/ different from what’s being done/ sold currently? Any IP related to this? Location of business.
2. The opportunity and strategy (the challenge market): Summarize what the opportunity: what it is? Why so special and why now. How will you exploit it? What is missing in the current market.
3. Target market and projections (The market): Briefly identify the industry and the market. Who is your target segment? What is the structure of the market? What is the market size and growth rate? Your unit and dollar sales projections, payback period for customer and pricing strategy.
4. Product development: Short product description. End user value proposition (how will the user use it and how will it make their life better), market validation (is there really a need for this product? If so, why/ how?)
5. IP: Description and status of parents, trademarks, etc.
6. Business validation: Why will the business be viable and strong (describe how you will enter and sustain in the market)
7. The competition: What is the competitive advantage you have? What are the barriers to entry? What are the competitions strengths/ weaknesses? Any other major industry changes?
8. The management team: Summary of relevant knowledge, skills, successes, awards and patents owned.
9. The offering: Indicate the dollar amount asked for, equity offered, principal use of the capital (the money they give you) and the expected Internal Rate of Return.