

THE ART OF WRITING AN EXECUTIVE SUMMARY

WHAT IS AN EXECUTIVE SUMMARY?

- a succinct snapshot of an entire proposal or document

WHY WRITE AN EXECUTIVE SUMMARY?

- a clear and compelling summary
- highlights your unique value proposition
- Highlights your potential for success

WHEN SHOULD YOU WRITE IT?

- after crafting the entire business plan

What should an executive summary include?

1. Business description:

- business idea
- its nature
- its industry or market.

What should an executive summary include?

2. Problem statement:

- challenges or needs your business intends to address
- showcasing its immediate and long-term significance and impact

For example:

Every year, public schools nationwide spend upwards of \$X million replacing worn or outdated textbooks. This is a huge burden on already lean budgets and, ultimately, a futile one. Studies show that by the time the average science textbook makes it to publication, it's already out of date.

What should an executive summary include?

3. Solution:

- your business's innovative solution

For example:

We publish comprehensive online textbooks that can be updated in real time to keep up with new social and scientific developments. While a new hardback Grade 6 science textbook typically costs \$95, our online version costs just \$6.

What should an executive summary include?

- **4. Target market:**

- target audience
- its size
- characteristics
- demographics

What should an executive summary include?

5. Competitive advantage:

- unique selling points
- competitive advantages of your business

For example:

While several major textbook companies are moving into the e-learning market, our omni-sync technology (patent pending) gives us a unique advantage: We can correct and update e-books in real time through constant, lag-less syncing.

What should an executive summary include?

6. Business model:

- a high-level overview of your business's revenue generation strategies
- pricing strategy
- distribution channels
- any notable collaborations or partnerships.

What should an executive summary include?

7. Financial summary:

- snapshot of your projections
- forecasted revenue
- anticipated expenses
- estimated profits.
- a financial standpoint.

What should an executive summary include?

8. Expertise:

- key team members
- their relevant experience, skills, and expertise

What should an executive summary include?

9. Funding requirements:

- amount required
- usage of funds
- potential return on investment.