



## E – Z Market Starter

### EXECUTIVE SUMMARY GUIDE

*Smart CENTS* E – Z and Comprehensive Market Starters are digital download step by step business resources with Tips, Articles, Videos, Guides and Templates for startup and growing businesses.

**BUSINESS ADVICE:** Write the Business Plan first, then, write the Executive Summary. Save the best for last!

### TABLE OF CONTENTS

**Part I.** Executive Summary and Elevator Pitch Guide

**Part II.** Executive Summary Template

**Part III.** Executive Summary Business Document

### Part I. EXECUTIVE SUMMARY AND ELEVATOR PITCH GUIDE

**Executive Summary and Elevator Pitch** are the same business presentation, a snapshot of the Business Plan that's presented differently:

#### EXECUTIVE SUMMARY (Business Document)

- **ONE** (1) page, no more than **TWO** (2) pages
- 250 to 350 **WORDS**

- **PROMOTE** the visual interests with a few photos, graphs or charts. You have only **30 SECONDS** or less to grab the person's attention. A text only business document can become a dull read very quickly.
- **THE FIRST PARAGRAPH IS VERY STRONG!** This paragraph is the **ATTENTION GRABBER** for potential clients, bankers and investors to continue reading.
- **THE LAST PARAGRAPH FINISHES WITH SUCCESS!** This paragraph is the **TRUST GRABBER** for potential clients, bankers and investors excited to read more, the **BUSINESS PLAN! YES!**

#### **ELEVATOR PITCH (Oral Presentation)**

- **PITCH (tell)** the business concept to someone on the elevator in **30 SECONDS** or less, as a scenario.
- When writing the Pitch, **WRITE** like you **TALK**, your pitch will flow naturally.
- Summarize **PHRASES** of **GOALS, IDEAS & OBJECTIVES** that **HIGHLIGHTS** the business concept.
- **PRACTICE, PRACTICE, PRACTICE** in front of the mirror or family & friends. The ultimate goal is to **PITCH** the business concept in **30 seconds or less!!!**

## Part II. EXECUTIVE SUMMARY TEMPLATE

LOGO (Optional)	BUSINESS NAME
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### EXECUTIVE SUMMARY

#### MISSION STATEMENT (Optional)

The goal of this program is to provide  
a safe, secure and comprehensive  
after school care environment  
that working parents can have peace of mind.

#### 1<sup>st</sup> Paragraph: Start **VERY STRONG!**

Write 1 to 3 sentences: **WHO** will **SOLVE** the **PROBLEM?**

**Example:** Kenneth Doe is founder and Board Chair with ABC After School L.L.C. as of January 2013. After retirement as an educator, Mr. Doe became concerned about the rise in violent crimes against latchkey children. Through research he discovered that there is only one(1) licensed after school program in the entire county. Mr. Doe made the decision to do more to provide a safe haven for children that parents could finish the work day with peace of mind.

#### 2<sup>nd</sup> Paragraph: **WHAT** are the **FACTS** to support this **PROBLEM?**

**Example:** The National Statistics for Latchkey Children reported December 2012, that the most vulnerable time frame for latchkey children is weekdays between 12:00 p.m. to 6:30 p.m. In the years 2010 to 2012, violent crimes against children walking or home alone after school has increased from nine to seventeen percent in 2008.

**3<sup>rd</sup> Paragraph: WHEN** will this business **START**?

**Example:** ABC After School Program is an emergency program for our children's safety! We are projected to receive \$75,000 in funding by July 15, 2013 for this year's first school semester.

**4<sup>th</sup> Paragraph: WHERE** is the **LOCATION** (warehouse, store, home, online)?

**Example:** The first ABC After School Program will be located at Whitney Elementary School in the cafeteria. The children will start meeting for roll call at 12:00 p.m. to 3:00 p.m. after the last class period. There will be two (2) healthy snacks and beverages served, homework tutoring and registration for various talent clubs. At 5:00 p.m., they will transfer to the gymnasium for physical activities until all authorized pickups are completed, Monday through Friday by 6:30 p.m.

**5<sup>th</sup> Paragraph: WHY** are your **PRODUCTS/SERVICES** better than competitors?

**Example:** Our children will be accounted for every day with extra safety precautions to ensure that they are in a safe and secure environment. School hall monitors will be assigned to assist with classroom transitions during the after school program hours. These children are to never leave the school's campus to walk or catch a bus and be at home alone.

**FINISH with SUCCESS!****6<sup>th</sup> Paragraph: HOW** will **CAPITAL / FUNDING** be raised?

**Example:** The startup cost is \$75,000 per school program installation. The first humanitarian funding project is the 'Latchkey Children Helping Other Children Community Drive', which will reduce startup cost for each new program installation by \$5,000 per semester. Jones ISD has approved an after school operational grant of \$25,000 per school and semester. The county and state offers emergency grants, if needed. The XYZ Super Stores will contribute \$15,000 for food and beverages and Children's Health Care Center will setup a health care full screening mobile unit once per semester. Finally, ten (10) attorneys will contribute one (1) employee's semester salary each. We have the best county support for our children's safety!

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## Part III. EXECUTIVE SUMMARY BUSINESS DOCUMENT



**ABC AFTER SCHOOL L.L.C.**

### EXECUTIVE SUMMARY

#### MISSION STATEMENT

The goal of this program is to provide  
a safe, secure and comprehensive  
after school care environment  
that working parents can have peace of mind.



Kenneth Doe is founder and Board Chair with ABC After School L.L.C. as of January 2013. After retirement as an educator, Mr. Doe became concerned about the rise in violent crimes against latchkey children. Through research he discovered that there is only one(1) licensed after school program in the entire county. **Mr. Doe** made the decision to do more to provide a safe haven for children that parents could finish the work day with peace of mind.



The National Statistics for Latchkey Children reported December 2012, that the most vulnerable time frame for latchkey children is weekdays between 12:00 p.m. to 6:30 p.m. In the years 2010 to 2012, violent crimes against children walking or home alone after school has increased from nine to seventeen percent in 2008.

ABC After School Program is an emergency program for our children's safety! We are projected to receive \$75,000 in funding by July 15, 2013 for this year's first school

semester.



The first ABC After School Program will be located at Whitney Elementary School in the cafeteria. The children will start meeting for roll call at 12:00 p.m. to 3:00 p.m. after the last class period. There will be two (2) healthy snacks and beverages served, homework tutoring and registration for various talent clubs. At 5:00 p.m., they will transfer to the gymnasium for physical activities until all authorized pickups are completed, Monday through Friday by 6:30 p.m.

Our children will be accounted for every day with extra safety precautions to ensure that they are in a safe and secure environment. School hall monitors will be assigned to assist with classroom transitions during the after school program hours. These children are to never leave the school's campus to walk or catch a bus and be at home alone.

The startup cost is \$75,000 per school program installation. The first humanitarian funding project is the 'Latchkey Children Helping Other Children Community Drive', which will reduce startup cost for each new program installation by \$5,000 per semester. Jones ISD has approved an after school operational grant of \$25,000 per school and semester. The county and state offers emergency grants, if needed. The XYZ Super Stores will contribute \$15,000 for food and beverages and Children's Health Care Center will setup a health care full screening mobile unit once per semester. Finally, ten (10) attorneys will contribute one (1) employee's semester salary each.



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