



E – Z Market Starter

EXECUTIVE SUMMARY CUSTOM TEMPLATE

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.

- **BE UNIQUE!** Customize and document this **EXECUTIVE SUMMARY** based upon the most important paragraphs and sections of the Business Plan by answering the questions below.

TABLE OF CONTENT

Part I. Executive Summary Custom Template

Part I. EXECUTIVE SUMMARY CUSTOM TEMPLATE

LOGO
(Optional)

BUSINESS NAME

EXECUTIVE SUMMARY

MISSION STATEMENT

1st Paragraph: Start **VERY STRONG!**

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

2nd Paragraph: **WHAT** are the **FACTS** to support this **PROBLEM?**

3rd Paragraph: **WHEN** will this business **START?**

4th Paragraph: **WHERE** is the **LOCATION** (warehouse, store, home, online projected to receive \$75,000 in funding by July 15, 2013 for this year's first)?

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

FINISH with **SUCCESS!**

6th Paragraph: **HOW** will **CAPITAL / FUNDING** be raised?