**Executive Summary Template**

*Here's your sample Title Page.*

*It's a great idea to put a color picture of your product right on the front. But leave room for the following information.*

[Your Company Name]

[Name of point person]

[Title]

[Address]

[City, State ZIP]

[Phone]

[e-mail]

[company home page URL]

**Executive Summary**

If the executive summary doesn’t succeed, your business plan will never sell investors. We recommend that you write the summary first and use it as a template for the plan as a whole. Since one of its primary functions is to capture the investor’s attention, the summary should be no longer than two pages. The shorter the better.

**Mission**

Our company's mission is to [describe your ultimate goal, or insert your mission statement].

**Company**

[The Company] was founded in [date] and [describe what your business does, such as baby products manufacturer, distributor of pencils, provider of medical services]. It is a [legal form of your company, such as LLC, S-Corporation, C-Corporation, Partnership, Proprietorship]. Our principal offices are located at [x].

**Business**

We make [describe product, or service that you make or provide].

Our company is at the [seed, start-up, growth] stage of business, having just [developed our first product, hired our first salesman, booked our first national order].

In the most recent [period], our company achieved sales of [x], and showed a [profit, loss, break-even]. With the financing contemplated herein, our company expected to achieve [x] in sales and [x] in pretax profits in 20[xx] and achieve [x] in sales and [x] in pretax profits in 20[xx+1]. We can achieve this because the funds will allow us to [describe what you will do with the funds, such as a) marketing for your new product, b) build or expand facilities to meet increased demand, c) add retail locations or others means of distribution, d) increase research and development for new products or to improve existing ones.

**Product or Service**

*Tell us about your product or service in terms we can understand.*

[The company] produces the following products; [list products here briefly, in order of highest sales or significance in product line].