FILL-IN TEMPLATE

Executive Summary

The questions it has to answer.
The Biz Foundry, Cookeville, Tennessee.

THE BIZ FOUNDRY

HOW TO USE THIS

Write this last

The executive summary goes first in the document and gets written last, because it is a summary of decisions you have not made yet.

It is also the only page many readers will finish. A loan officer with eleven applications reads summaries and then decides which plans to open properly. One page. Two at the absolute most.

THE TEST IT HAS TO PASS

A stranger reads only this page and can tell you what the business does, who buys from it, why it will work, what you are asking for, and what you will do with the money. If they cannot, the summary has failed regardless of how good the rest of the plan is.

ANSWER EACH IN TWO OR THREE SENTENCES

The questions

What does the business do?

Plain language. No jargon, no mission statement.

What problem does it solve, and for whom?

Why will people buy from you rather than the alternatives?

The questions, continued

What stage are you at?

An idea, trading already, expanding. Say plainly which.

Who is running it, and why are they the right person?

Relevant experience. And what you are not — with who you have hired to cover it.

What are the numbers, briefly?

Revenue and profit for the first three years, and when you break even.

IF YOU ARE ASKING FOR MONEY

The ask

How much do you need?

What exactly will it buy?

A list with amounts. "Working capital" on its own is not an answer.

How will it be repaid, and out of what?

How much of your own money is in it?

Lenders look for this first. Say the number.

NOW CUT IT TO ONE PAGE

Write the long version first and reduce it. A summary that was never longer than a page is usually a summary that left something out.

ONE PAGE. WRITE IT HERE.

Your draft