**Executive Summary 2016**

[COMPANY] is a [BUSINESS TYPE] founded as of [DATE] to (Talk about the ultimate goal of your company – the “big idea.” This first sentence is all about capturing your attention and others, in terms they will understand).

1. **PRODUCT**

[COMPANY] provides/makes/produces/serves (as applicable) the following:

*Peak Tip: What does (or will) your business do? Follow this with a discussion of where you are in terms of your product development, and what your future plans are with respect to development.*

1. **MARKET**

Our target customers include (who). The total addressable market is [DOLLAR AMOUNT]. [COMPANY] is pre-revenue but is gaining meaningful traction with customers. Based on this plan, [COMPANY] projects that it will be able to capture at least [NUMBER] percent of this market over the next [NUMBER] years.

1. **COMPETITION**

Our competition is comprised of [WHO].  [COMPANY]’s competitive advantage lies in (Explain your competitive advantage and differentiation in the market).

1. **MANAGEMENT**.

[CEO NAME], CEO of [COMPANY], is tailor-made for this opportunity because (description). Other members of the management team include:

[MANAGER NAME] – (2 sentences max on Experience & Education Of Manager

Insert - Business Structure and Accountability – Flow Charts

1. **FINANCIAL PROJECTIONS**.

[COMPANY] is pre-revenue, but we have [NUMBER] (Letters of Intent, POs) that should help us generate meaningful revenues in a relatively short period of time. Our 5 year projections based on our extensive market research and a detailed knowledge of what is needed to scale the business are shown in the graph below.

*Peak Tip: Provide a visual here that shows the growth path you expect for your business.*

**S.M.A.R.T.**

Now establish your S.M.A.R.T. Goals for your Business for the year. Specific; Measurable; Realistic; Achievable; Timed;

[COMPANY NAME]

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[NAME], [TITLE]                                        DATE