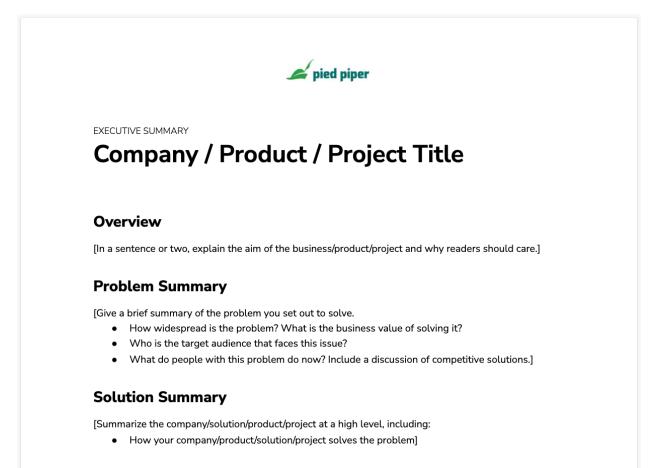
Executive Summary Template

Use this template to secure buy-in for any company, product, solution, or project. <u>Learn more</u> about this template.

- Template: Executive Summary One-Pager
- Template: Executive Summary for a Company or Startup
- Templates: Executive Summary Presentations (PPT, Google Slides)

Template: Executive Summary One-Pager



Market Analycic

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Executive Summary: [Company Name / Product / Title]

Problem Summary

[Share the problem you set out to solve, ensuring you make it clear why your audience should care.]

Proposed Solution

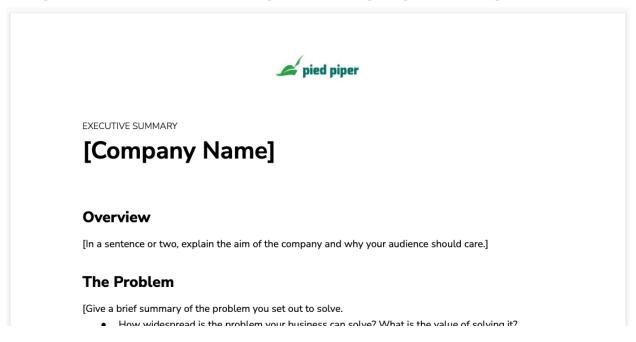
[Share your product/solution and the business value of it with your audience.]

- Target Audience [Who is your product/solution intended for?]
- Competition [List your competitors and how you're positioned to handle any competition.]
- Risks, Opportunities [Round out your SWOT analysis by sharing your weaknesses, opportunities, and threats here.]

Conclusion & Next Steps

[Share your recommendations and any next steps needed from stakeholders.]

Template: Executive Summary for a Company or Startup





Overview

[In a sentence or two, explain the aim of the company and why your audience should care.]

The Problem

[Give a brief summary of the problem you set out to solve.

- How widespread is the problem your business can solve? What is the value of solving it?
- Who faces this issue?
- What do people with this problem do now? Include a discussion of competitive solutions.]

Proposed Solution

[Share your product/solution and the business value of it with your audience.]

- Target Audience [Who is your product/solution intended for?]
- Competition [List your competitors and how you're positioned to handle any competition.]
- Risks, Opportunities [Round out your SWOT analysis by sharing your weaknesses, opportunities, and threats here.]

Conclusion & Next Steps

[Share your recommendations and any key next steps that will make the company/product successful.]

Financial Summary

[Share a list of existing funding sources, how you will repay funders, and your three-year revenue projections.]

Template: Executive Summary Presentation (white)

Template: <u>Executive Summary Presentation (black)</u>

Template: <u>Executive Summary Presentation (green)</u>