



Executive Summary Template

Use this template to secure buy-in for any company, product, solution, or project. [Learn more](#) 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



EXECUTIVE SUMMARY

Company / Product / Project Title

Overview

[In a sentence or two, explain the aim of the business/product/project and why readers should care.]

Problem Summary

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

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

Solution Summary

[Summarize the company/solution/product/project at a high level, including:

- How your company/product/solution/project solves the problem]

Market Analysis



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



EXECUTIVE SUMMARY

[Company Name]

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?



Executive Summary: [Company Name]

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: [Executive Summary Presentation \(black\)](#)

Template: [Executive Summary Presentation \(green\)](#)