

BUSINESS PLAN EXECUTIVE SUMMARY

Your business plan's Executive Summary is a window to your business plan. You can either capture the attention of Investors or lose it based on how effective and attention-grabbing the summary is. It is extremely critical to cover the most important points about your business in a crisp and effective manner through the executive summary.

Meraki team suggests that your B-Plan executive summary should touch upon the following topics (briefly). Length of the executive summary should not exceed 2 pages in MS Word document format.

- 1. Business Summary (including Product/Service)**
- 2. (Customer) Problem & Proposed Solution**
- 3. Target Market**
- 4. Team**
- 5. Your Sustainable Competitive Advantage**
- 6. Financial Summary**
- 7. Key Milestones of the Business**

Team Meraki