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