



[Insert Business Name]
Executive Summary
[Insert tagline]

Company Background

Business Description: [Provide your business' name, ownership structure, business type, and industry, as well as a clear description of the product or service that you are selling.]

Business Model: [Provide a description of how your product or service will add value to your consumers' lives and how you plan to generate profit.]

Mission Statement: [Insert mission statement]

Market Opportunity

Opportunity: [Provide a clear description of the want, need, or problem that is not being fulfilled by existing businesses and the way that your business will address this market gap.]

Target Market: [Provide a short description of consumers that make up your target market.]

Industry Overview: [Provide a short summary of the size of your industry and its current trends. The overview should be focused on secondary source research]

Market Research: [Provide a short description of the primary source research you've conducted which shows that there is a market for your product or service.]

Leadership

[Insert title]: [Provide a short bio that includes qualifications]

Contact Information

[Name]
[Phone number]
[Email]

[Business name]
[Business address]
[City, state]
[Zip code]

Year Founded

[Current year]

Investment Opportunity

[Total startup costs]

Annual Operating Costs*

[Annual fixed expenses]

Annual Sales*

[Estimated revenue for year one]

Annual Profit*

[Estimated profit for year one]

Return on Sales*

[ROS]%

Return on Investment*

[ROI]%

Breakeven Units/Month*

[Break even units]

**Projected*