**Executive Summary – framework structure (example only)**

**Cover Page – logo, team names and roles, tagline**

**Page 1: Introduce the company**

As mentioned, you can get your readers thinking along the track you’d like them to by including a quote or statistic in the first paragraph of your executive summary.  This first paragraph is also where you should provide the name and nature of your business, and relevant insights about your industry.

**Page 2: Discuss target market, competition, and marketing strategy**

Your second paragraph should include a clear and concise definition of your target market, **and the need or pain point that your business will aim to solve**.

Next, outline the competitive landscape of your industry, and the advantage that your particular business possesses. Your marketing strategy should discuss how you’ll reach your target market. One recommendation is to focus on three of your strongest marketing strategies will maintain precision, and get your readers excited to continue flipping through the document.

**Page 3: Customer Validation and Sales Strategy**

Indicate who your customer is and what kinds of customer discovery you’ve conducted to date. Talk about what these customers have said and why it is important that your business enter the market. Answer these questions: Do they want what you are offering? If so, how will they access your product/ services? (Online access to purchase items? Tradeshows? Physical brick and mortar retail space? All of the above?.....etc.)

**Page 4: Talk about your timeline (where you started and what has been accomplished)**

Show what work has been completed from the time you began working on this idea, to the time you anticipate the first sell could happen. Show this in a timeline format beginning with the month you started, and outlining a 12 month forecast. Remember, these are based on your best assumptions given the work you’ve put into the idea so far.

**Page 5: Costs associated and Funding needed down the road**

List any costs that you may have discovered at this stage. If your business requires funding, this is where you should indicate how much funding is need and how it will be used. The number you include here should be clear, and should align with your timeline from Page 4 above.