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**Executive Summary Template**

**Due Date: April 26, 2021**

**Email Entry To: Chris Allison callison@allegheny.edu**

**Format – 10 Points**

An Executive Summary should not exceed three pages single-spaced. Pages should be numbered with the entrants name on each page. The paragraphs should provide a concise explanation of the important points in each section. There should be citations to back up any claims you make. The document should be free of typos or misspellings. Your name, email address and cell phone number must be included.

Introduction – 10 Points

Every section in a business document should begin with an introduction. The introduction sets the stage and tells the reader what they are about to read. It adds context and helps the document flow, making your points easier to understand.

In an Executive Summary, the introduction should only be a paragraph or two in length. End this section with a clear, memorable sentence explaining your project, its purpose, and the benefits it offers to potential customers and investors.

**Problem You Want To Fix – 10 Points**

Succinctly state the problem that you are trying to solve. Include data citations that you collected to back up your claims about the problem.

**How You Will Address The Problem With A Product, Service or Awareness Campaign – 10 Points**

Succinctly state the product, service or awareness campaign that you will offer to solve the problem. Draw on the work you did in Project 3 Include data citations that you collected to back up your claims about the problem.

# Company and Opportunity – 10 Points

Provide a brief description of your organization. Include the company’s name, the general products or services that you provide, and who and where your customers are.

Now describe the opportunity you are proposing and how it is valuable to stakeholders.

# Industry and Market Analysis – 10 Points

Mention the key trends in your industry and your business’ advantage over the competition. Describe your target customers briefly and explain why you think they will choose your products/services over those of your competitors. Include data citations that you collected to back up your claims about the problem.

# Management and Operations – 10 Points

List anything important to note about your management staff. For example, you could mention the qualifications and motivations of your company’s founder or CEO. Full biographical sketches of your management team will be provided later in the document, so keep it brief.

Think about the day-to-day of your business operations and provide a very high-level summary of what operations are like. If you use any particular methods, best practices, or management styles that would stand out to a reader, mention them here.

# Implementation and Marketing – 10 Points

Present the timeline for rolling out your business or new product/service. Indicate the key milestones and when they are scheduled to occur.

Once you have rolled out your business, you will need to tell people about it! Briefly explain how you will publicize your product/service. How will you reach your customers? Which major communication channels will you use?

# Financial Plan – 10 Points

Provide a very simple revenue plan using the revenue model template.

Attach your startup cost worksheet and your monthly expense worksheet.

# Conclusion – 10 Points

Summarize the entire project in a couple of sentences.

The Executive Summary should leave the reader with a good general understanding of your project. Keep the conclusion brief and make it persuasive.