

WHAT'S INCLUDED IN AN EXECUTIVE SUMMARY (YOUR LOGO)

COMPANY:

NAME:

CONTACT DETAILS:

1. PRODUCTS AND SERVICES - *Details about your products or services*



2. TARGET MARKET - *Description of your target market*



3. USP (UNIQUE SELLING POINT) - *Why are you different to your competitors?*



4. WHAT'S YOUR OFFERING? - *Products and services and your pricing or how you charge*



5. YOU/YOUR TEAM - *Details about you and/or your team*



6. OPTIONAL FOR START-UPS – FUNDING NEEDS

TIPS:

DEFINE THE PROBLEMS YOU CAN SOLVE.
OFFER SOLUTIONS NOT HOW YOU DO WHAT YOU DO.
PROVIDE PROOF IF POSSIBLE, WHY THEY NEED YOUR SERVICES.
HAVE A CALL TO ACTION.