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GreenBizz: Executive Summary

When an investor (or anyone) opens the bound business plan, the first visible document is the Executive Summary. The purpose of the document is to provide a clear but brief overview of the business plan. This document is similar to the back cover of a book, which highlights key features and lures people into reading the book. Thus, it must be logical, clear, interesting, and exciting in order to entice potential investors to continue reading. Also included in this document is the funding request.

You may consider using the following format with several short summary sections with bolded headings when writing your Executive Summary, or you may use a different format, as long as it contains the critical components.

- Company**
- Products/Services**
- The Market and Opportunity**
- Competition**
- Marketing and Advertising**
- Financial Projections**
- Funds Requested**
- Executives**