

Executive Summary Layout: Do headings & short paragraphs; write last, place first.

Company Description: *List: company name, when founded, type of business, location, legal status, etc. What business are you in?*

Stage of Development: *Market Penetration; existing products/services vs. new products/services, existing customers vs. new customers.*

Statement of Mission: *Values and Vision: concise statement of purpose of company.*

Background Information: *Your Industry's growth patterns, current & future trends. Size of the market, profit margins? Technology, regulation? How do small businesses fit in: niches, operations, marketing, distribution? How does your business fit into industry; history, profitability, growth patterns? Scale & differentiation?*

Target Market(s). *List the markets you intend to reach and why you chose them; support with market analysis or market research.*

Products and Services: *List products or services you offer*

Marketing and Sales Strategy: *Describe how you intend to reach your target market(s): advertising, direct mail, trade shows, etc.*

Competitors & Market Distribution: *Major competitors, where strong, where weak.*

Competitive Advantages: *Why your company will be able to compete successfully; list advantages patents, major contracts, or letters-of-intent. How will you defend your position?*

Management: *Briefly describe the histories and capabilities of your management team, & company founders & plan to add expertise to management team.*

Operations: *Outline your key operational features, such as locations, crucial distributors or suppliers, cost-saving production techniques, etc.*

Financials: *3 years historical financials, 3 years projections, compare both to industry averages. Goals and objectives turned into numbers.*

Long-term Goals: *Describe the expected status, e.g., sales, number of employees, number of locations, market share of your company five years from now.*

Funds Sought and Exit Strategy: *How much money from loans or investors vs. your personal investment; how will be used, how investor/ lender will be paid back.*
