

Business Plans

The Executive Summary Section

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- Serial Entrepreneur
 - Octek, Inc, Lexidata Corp, Medice1 Inc
- VC & Angel Investor for 40 years
- Authority on Royalty Based VC

Question

What is the most important part of any business plan ?

Answer

The Executive Summary !

Why?

- First section investors read

Why?

- First section investors read
- Often, the only section investors read

The Executive Summary

- Your whole story in synopsis
- Short, 5 pages or less
- 1st paragraph must be fabulous

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The Executive Summary

Contents

- Important Customer Problem
- The Great Solution
- Solid Marketing & Sales Plan
- Strong Team
- Compelling, Credible Financials
- Contact Information

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The Executive Summary

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- Important Customer Problem
 - Painful

The Executive Summary

Contents

- Important Customer Problem
 - Painful
 - Seeking a solution

The Executive Summary

Contents

- Important Customer Problem
 - Painful
 - Seeking a solution
 - Motivated to buy

The Executive Summary

Contents

- The Great Solution
 - Works well

The Executive Summary

Contents

- The Great Solution
 - Works well
 - Easy to use

The Executive Summary

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- The Great Solution
 - Works well
 - Easy to use
 - Much better than competition

The Executive Summary

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- The Great Solution
 - Works well
 - Easy to use
 - Much better than competition
 - Cost effective

The Executive Summary

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- The Great Solution
 - Works well
 - Easy to use
 - Much better than competition
 - Cost effective
 - Good profit margins

The Executive Summary

Contents

- Solid Marketing & Sales Plan
 - Established sales channels

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- Solid Marketing & Sales Plan
 - Established sales channels
 - Cost effective promotion

The Executive Summary

Contents

- Strong Team
 - Complementary skills

The Executive Summary

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- Strong Team
 - Complementary skills
 - Deep experience

The Executive Summary

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- Strong Team
 - Complementary skills
 - Deep experience
 - Personality compatibility

The Executive Summary

Contents

- Compelling, Credible Financials
 - Summary P&L Statement 3-5 yrs

The Executive Summary

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- Compelling, Credible Financials
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 - Rapid movement to profitability

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- Compelling, Credible Financials
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 - Rapid movement to profitability
 - Efficient use of capital

The Executive Summary

Contents

- Contact Information
 - Key person
 - Phone Numbers
 - Email Address
 - Web Site Address

Investor Presentations

- Power Point
- One-Pager

Both are derived from the Executive
Summary

The Executive Summary

Conclusion

- The Executive Summary is the most important section of the business plan

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Conclusion

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Do It First !