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| --- | --- |
| **Company** | Company Name Here |
| **Project** | Project Name Here |
| **Preparer** | Name of Person Who Prepared Executive Summary |
| **Contact** | Address, Phone, Email of Preparer |

# Executive Summary

**[Short description of the project vision and mission statement]**

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**Introduction**

*Engage audience and briefly explain the investment opportunity and your response.*

**Company’s Role and Strength**

*Show why you’re the right team to take on the project.*

**Need/Problem**

*What is the issue, need or problem being addressed, who is the target audience and why?*

**Unique Solution**

*What is the value proposition and customer benefit, and how is your solution different from others?*

**Proof**

*Evidence, research and other facts to support how your company can solve the issue.*

**Resources**

*Outline resources needed for the project: materials, hardware, software, equipment, teams, sites, etc.*

**Return on Investment**

*Justify the project, explain its profitability and why your company is uniquely qualified to lead it.*

**Competition**

*Who is competing for the same opportunity, and how do you differentiate yourself?*

**Marketing Strategy**

*Describe sales, marketing and partnership plans.*

**Budget**

*Summarize financial commitment, stakeholders, sponsors and funding limits.*

**Timeline**

*Summarize schedule, including milestones, to complete project.*

**Team**

*Summarize team, skills and experience needed to complete project.*

**Conclusion**

*Strongly wrap up the importance of the project.*

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