

## Crafting an Executive Summary for Success

An executive summary is **one of the most vital parts of a business plan**. It is supposed to describe your business, the problem that it solves, your target market, and financial highlights. A well written and effective executive summary is key to securing new partners and capital for your business.

**The goal** of an executive summary:

- to get the reader interested in your business and
- to verify the legitimacy of your business.

An executive provides insights to the future of your business as well as the markets your business is in.

Stay concise: between one to three pages maximum.

Make sure when forecasting future financials and market outlooks **not to inflate expectations**. Your readers are supposed to be professionals. The last thing you want is to scare off potential partners or investors because they believe you and your company are “dreamers”, just be honest and realistic.

**Use an advisor** when constructing your executive summary. They have the knowledge and experience to create the best final product and optimize the reception you receive.

One key note to remember when crafting an executive summary with the help of an advisor is to not have your executive summary sound factory made. While an advisor can provide the necessary help and advantages when creating your executive summary, you should still have your own tone. The reader will know if your summary is a carbon copy of everyone else's crafted entirely by an advisor. By choosing your own content with the added touch of an advisor you will stand out.

Remember,

You **only have one chance to make a first impression** and attract investors with your executive summary!

Whether you use it as

- stand-alone introduction or as
- part of a business plan.

In the first case, the prospective investor will only ask for more when he is impressed,  
In the second case, he will continue reading only when convinced by the summary.

The same goes for attracting an advisor. Just as when you want to attract an investor, you have to be convincing in your tone and pitch in order to obtain the proper support needed.

**Use your chance well -> prepare well!**

What to include in Your Executive Summary: *	Key Facts to Address:	Some Additional Thoughts:
◇ Summary	◇ Purpose of Business Plan	What is the goal?
◇ Company Description	◇ Who you are Name Location Contact Information	Why should the investor choose you? Show expertise and opportunity
◇ Market Analysis	◇ Target Market/s	Who are you targeting?
◇ Organizational Description	◇ Formal Set-Up	Show that you engaged sufficient resources
◇ Management Team	◇ CVs / Achievements/ References	Who will execute the plan? Why will they be capable of fulfilling the plan?
◇ Product Line	◇ What you offer and what problem you solve	Why is your product or service necessary?
◇ Marketing Plan	◇ Channels	How will you get to your clients?
◇ Financial Projections	◇ 3-Years-Projection of Assets/Finance - Profit & Loss	Why does this person have your executive summary?
◇ Funding Request and Intended Use	◇ Potential Exit for Investor	What do you need?
*) In same order as in your business plan		

**Stay realistic:**

Your future performance will be measured by these numbers!

A service to our clients – provided by ACS Vienna.

We will help you and your company to grow and excel!

Whether it's financing a new development, optimizing internal operations, or expanding through acquisitions, ACS' customer-focused and personalised expertise can help you take the next step.

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