**Executive Summary**

**Business Concept**

Use this paragraph to briefly explain your business concept. Explain what you intend to do in terms of what you will deliver to consumers and how you intend to do it.

**Business Concept Justification**

Use this paragraph to briefly explain the planning steps that you have done that indicate that the business concept is a valid concept. Here, you can state the market assessment that you have done, the operational planning, technology planning etc. that you have done. Don’t simply state that you have done them. Touch on what you have planned for, that justifies the business concept.

**Management Structure**

Briefly state the management structure you will have in place by stating just a few key personnel (DO NOT POST AN ORGANIZATIONAL CHART). State WHY you believe this management structure will help the company succeed. Here you can touch on the total years of experience in the industry, the skills etc. Again, be brief. Do not include the entire narrative from the management plan.

**Market Need**

Use this paragraph to state the existing needs in the market that led the company to develop the products. Was there a market segment that was not being satisfied, were the prices of competitor’s products too high etc.? Again, focus on the needs that caused you to create the business concept.

**Competitive Advantages**

Use this paragraph to briefly state the competitive advantages of your company.

**Financial Projections**

Use this paragraph to briefly state the financial projections. You can highlight information from your income statement that shows how the Net Profits will grow in terms of percentage, over the years, how the cash flow will increase, and the impact on the balance sheet in terms of increase in net worth etc. You can decide which information you want to highlight but it must be specific from your worksheets and financial statements. DO NOT INCLUDE A CHART HERE.

**Return on Investment**

You DO NOT NEED TO CALCULATE THE RETURN ON INVESTMENT (ROI). Instead, use this paragraph to demonstrate that investors can expect to make a profit or a significant return on investment. You might state why you expect sales to grow over the period, the way you have addressed risks, and the conservative approach the company has taken etc.

**Exit Plan**

Use this paragraph to state your exit plan. Go back to page 277 in the text to see the different exit plan options and just do a brief summary as shown on the bottom of 281.

**References**

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