



## Creating Your Executive Summary Worksheet

Business Name \_\_\_\_\_ Date \_\_\_\_\_

### Hook

Write your mind-blowing hook here! Remember, keep it to one sentence.

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### Mission Statement

Write your mission statement in 1-2 sentences.  
(Remember to include: company name, location, services, and target market.)

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**Problem**

In 1-3 sentences, explain the problem in your industry.

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**Solution**

In 1-2 sentences, explain how your product/service will be the solution for the problem above.

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**Team**

Who do you plan to hire right away?  
(Sales, Marketing, Advertising, SEO, PPC, HR, etc.)

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Who do you plan to hire in the future?

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List 10 characteristics you want your team to have:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

\*Note\* We go into more detail on putting your management team together in Session 3:  
[Management Plan](#)

## Financials

Fill in the data points below!

(If you already completed course one, you'll find this information on your [Creating a Business Budget Worksheet](#))

- Product/service price estimate: \_\_\_\_\_
- Start-up costs: \_\_\_\_\_
- Ongoing expenses: \_\_\_\_\_
- Potential revenue for 3-5 years: \_\_\_\_\_

## The Ask

In one sentence, write out your request.

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