**[](https://www.smartsheet.com/try-it?trp=9227&utm_source=integrated+content&utm_campaign=/executive-summary-templates&utm_medium=Business+Executive+Summary+doc+9227&lpa=Business+Executive+Summary+doc+9227&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)BUSINESS EXECUTIVE**

**SUMMARY TEMPLATE**

Project Title

Background pattern

Description automatically generated

EXECUTIVE

SUMMARY

COMPANY

NAME

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# DOCUMENT CONTROL

| DOCUMENT NAME | | DOCUMENT ID |
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| DOCUMENT OWNER | ISSUE DATE | LAST SAVED DATE |
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# OVERVIEW “ELEVATOR PITCH”

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| --- |
| Briefly describe what your report or business proposal will entail and why it’s necessary.  Condense your project proposal into a few short sentences. This will help you clearly communicate your idea to management, key stakeholders, and potential investors. |

# THE PROBLEM

|  |
| --- |
| Who is your target audience? What problem are they facing? What issue will your proposal address?  By identifying your target audience and their specific problem, you can make it clear to stakeholders how your proposed solution will fulfill a business opportunity. |

# THE SOLUTION

|  |
| --- |
| How does your solution solve the problem? Why should a client or end user choose your solution over those offered by your competitors? How does your target audience benefit from your solution?  Focus on what makes your proposed solution unique. What makes it a better solution for your end user’s problem than other available options? |



# HIGHLIGHTS

|  |
| --- |
| Provide research and market analysis to support your claims. What is your proposed **strategy?** What **resources** does your project require? What’s the proposed business plan **timeline?** In short, what **evidence** do you have to support your proposal?  This is a great opportunity to provide a visual snapshot (e.g., a bar or pie chart) to communicate the research you’ve done that supports the superiority of your proposed business solution. |

Chart

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# PROPOSED STEPS

|  |
| --- |
| What’s required to implement your business solution? What specific steps must your company or client take to produce the desired results? |

# FINANCIAL HIGHLIGHTS

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| --- |
| What are the **ideal business results** of implementing your proposed solution?  Include any broad-strokes budgetary information, such as current monthly revenue, current monthly burn rate, financials, or funding. |

|  |
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