

Executive Summary Example Business Plan PDF

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Welcome to our Executive Summary Example Business Plan PDF.

The executive summary is the most important part of your business plan. When it is expertly completed, it will help you attract investors, partners, and stakeholders, elevating your business to new heights.

The Executive Summary of a Business Plan is your moment to shine – it provides a snapshot that reflects the excitement of your vision and the robustness of your strategies.

We understand that creating this key section can be a daunting task, but fear not – our meticulously tailored PDF offers a proven formula that has helped countless entrepreneurs, small businesses and executives excite readers and attract investors.

Importantly, in addition to this Executive Summary Example Business Plan PDF, please consider the **paid version of Growthink's Ultimate Business Plan Template** at <https://businessplantemplate.growthink.com/> That version includes an incredible fill-in-the-blanks executive summary along with automated financial model among other things that will save you countless hours and allow you to create a professional business plan that will impress lenders and investors and position your company for long-term success.

1. Business Plan Executive Summary Example: Shoutmouth

Shoutmouth.com Executive Summary Template

Business Overview

Launched late last year, Shoutmouth.com is **the most comprehensive music news website on the Internet.**

Music is one of the most searched and accessed interests on the Internet. Top music artists like Taylor Swift receive over 5 million searches each month. In addition, over 500 music artists each receive over 25,000 searches a month.

However, music fans are largely unsatisfied when it comes to the news and information they seek on the artists they love. This is because most music websites (e.g., RollingStone.com, MTV.com, Billboard.com, etc.) cover only the top eight to ten music stories each day – the stories with mass appeal. This type of generic coverage does not satisfy the needs of serious music fans. Music fans generally listen to many different artists and genres of music. By publishing over 100 music stories each day, Shoutmouth enables these fans to read news on **all** their favorite artists.

In addition to publishing comprehensive music news on over 1200 music artists, Shoutmouth is a **social network** that allows fans to meet and communicate with other fans about music, and allows them to:

- Create personal profiles
- Interact with other members
- Provide comments on news stories and music videos
- Submit news stories and videos
- Recommend new music artists to add to the community
- Receive customized news and email alerts on their favorite artists

Success Factors

Shoutmouth is uniquely qualified to succeed due to the following reasons:

- **Entrepreneurial track record:** Shoutmouth's CEO and team have helped launch numerous successful ventures.
- **Monetization track record:** Over the past two years, Shoutmouth's founders have run one of the most successful online affiliate marketing programs, having sold products to over 500,000 music customers online.
- **Key milestones completed:** Shoutmouth's founders have invested \$500,000 to-date to staff the company (we currently have an 11-person full-time team), build the core technology, and launch the site. We have succeeded in gaining initial customer traction with 50,000 unique visitors in March, 100,000 unique visitors in April, and 200,000 unique visitors in May.

Unique Investment Metrics

The Shoutmouth investment opportunity is very exciting due to the metrics of the business.

To begin, over the past five years, over twenty social networks have been acquired. The value in these networks is their relationships with large numbers of customers, which allow acquirers to effectively sell to this audience.

The sales price of these social networks has ranged from \$25 to \$137 per member. Shoutmouth has the ability to enroll members at less than \$1 each, thus providing an extraordinary return on marketing expenditures. In fact, during a recent test, we were able to sign-up 2,000 members to artist-specific Shoutmouth newsletters at a cost of only 43 cents per member.

While we are building Shoutmouth to last, potential acquirers include many types of companies that seek relationships with music fans such as music media/publishing (e.g., MTV, Rolling Stone), ticketing (e.g., Ticketmaster, LiveNation) and digital music sales firms (e.g., iTunes).

Financial Strategy, Needs and Exit Strategy

While Shoutmouth's technological, marketing and operational infrastructure has been developed, we currently require \$3 million to execute on our marketing and technology plan over the next 24 months until we hit profitability.

Shoutmouth will primarily generate revenues from selling advertising space. As technologies evolve that allow us to seamlessly integrate music sampling and purchasing on our site, sales of downloadable music are also expected to become a

significant revenue source. To a lesser extent, we may sell other music-related items such as ringtones, concert tickets, and apparel.

Topline projections over the next three years are as follows:

	Year 1	Year 2	Year 3
Shoutmouth Members	626,876	4,289,580	9,577,020
Unique Visitors	2,348,050	8,390,187	18,633,659
Total Page Views (Millions)	20.7	273.5	781.0
Revenues	\$165,431	\$2,461,127	\$7,810,354
Expenses	\$1,407,958	\$2,591,978	\$2,838,423
EBITDA	(\$1,242,527)	(\$130,851)	\$4,971,931

2. Business Plan Executive Summary Example: John's Restaurant

Business Overview

John's Restaurant, located at [insert location here] is a new, upscale restaurant focusing on providing organic, healthy and/or premium food and beverage products. Our product line fits nicely with health trends nationwide – as individuals are seeking healthier lifestyles complimented by natural, low-fat, and organic foods.

Products Served

John's Restaurant will offer a full menu of appetizers, salads, soups, sandwiches, entrees and desserts. All products will use 100% all natural and organic ingredients. Several products on the menu will be highlighted as being lower in fat, cholesterol, or sodium.

In addition to a full menu of food items, John's Restaurant will offer beer, wine, coffee, tea, and soft drinks.

Customer Focus

John's Restaurant will primarily serve the residents within a 15 mile radius of our restaurant. The demographics of these customers are as follows:

- 27,827 residents

- Average income of \$74,700
- 58.9% married
- 49.6% in Mgt./Professional occupations
- Median age: 38 years

In addition to this prime adult demographic for an upscale and healthy restaurant, there are five elementary school, a middle school, and a high school. This will make John's Restaurant an ideal location for parents to spend time while waiting for their children or to bring their children to after school.

Management Team

John's Restaurant is led by John Smith who has been in the restaurant business for 20 years. While John Smith has never run a restaurant himself, he has taught cooking classes at the local culinary institute for 20 years and has worked as a sous-chef at some of the most upscale restaurants in the community over the past 10 years. As such John Smith has an in-depth knowledge of the restaurant business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

Success Factors

John's Restaurant is uniquely qualified to succeed due to the following reasons:

- There is currently no upscale and healthy restaurant in the community we are entering. In addition, we have surveyed the local population and received extremely positive feedback saying that they explicitly want to frequent our business when launched.
- Our location is in a high-volume area with little direct traffic, and will thus be highly convenient to significant numbers of passerby's each day
- The management team has a track record of success in the restaurant business.
- The upscale and healthy restaurant business is a proven business and has succeeded in communities throughout the United States.
- Market trends such as healthy and organic living support our business opportunity as well as growing awareness about the obesity epidemic and repercussions of non-nutritious eating

Financial Highlights

John's Restaurant is currently seeking \$370,000 to launch. Specifically, these funds will be used as follows:

- Store design/build: \$250,000

- Working capital: \$120,000 to pay for Marketing, salaries, and lease costs until John's Restaurant reaches break-even

Topline projections over the next three years are as follows:

[insert financial highlights here]

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