**SIMPLE EXECUTIVE**

**SUMMARY TEMPLATE**

Company,

Project,

or Product Name



EXECUTIVE
SUMMARY

AUTHOR NAME

AUTHORED BY

00/00/0000

# OVERVIEW

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| This overview section provides you with the opportunity to briefly inform your audience about your company, project, or product. Once you write a high-level overview of your project (etc.), you can use that overview as a tool to briefly explain your plan to others. In other words, you can use your overview as the basis of an elevator pitch. |

# PROBLEM SUMMARY

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| Briefly describe the problem that your project addresses and seeks to resolve. Summarizing this problem helps you identify your target audience, i.e., those people whom the problem is affecting. It also helps you identify your competition as well as the ways in which they have attempted to solve the problem. |

# THE SOLUTION

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| Describe how your project will solve the problem for your target audience.Describe this solution in no more than five sentences. |

# ANALYSIS

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| Write a brief analysis of your competitors’ offerings; include the reasons why your competitors have not been able to solve the target audience’s problem. Take this opportunity to briefly describe why your solution will be superior to that of the competition.This section is the ideal place for complementary graphics (e.g., pie charts, bar charts, etc.) that easily summarize the data supporting your solution.  |

# KEY NEXT STEPS

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| Enumerate the following: the challenges you may face while trying to implement your solution; the additional opportunities you may generate by solving the problem; and the crucial next steps you will take to execute your project, bring your product to market, or launch your company.  |

# CONCLUSION

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| Write a brief conclusion that summarizes the aforementioned. Be sure to reiterate any recommendations/suggestions you have for moving the proposed solution forward. |

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