

Executive Summary

Your Executive Plan must include the following sections:

Elevator Statement

- Briefly describe your business

Management/Business Experience

- What experience do you or your management team have in this business or market?

Market Need Fulfilled by Business

- What problem(s) does the business solve?
- What market niche does the business fill?

Business Concept/Model

- What is your product or services? Be specific on what is your product or service.

Business Opportunity

- What gives your product or service an advantage? Is it unique? If it is not a new concept, how does it offer more than existing products or services?
- Who are your market competitors?

Customers

- Who is your customer?
- Describe your target customer segments.
- How will you market the business?
- How will you price your product or service?

Product or Service

- How will this product or service make money?
- Do you need staff, facilities, or financing? Where or how will you get these things?

Financial Projections

- What is your start-up cost?
- What are your major expenses?
- Summarize your 3-year financial forecast
- What amount of money have you raised so far?
- Where will you seek funding?

Summation

- Reinforce why you believe this is a great business opportunity and how this business enhances the business ecosystem in Lake Charles, LA.