

Executive Summary

1. Project Overview

[Brief description of the project or business proposal. Outline what the project seeks to achieve, its core mission and the primary purpose for seeking funding.]

2. Problem Statement

[Define the problem or market need your project addresses. Highlight the significance and urgency of this problem.]

3. Proposed Solution

[Summarize your proposed solution, product, or service. Outline how it uniquely solves the problem or fulfills the identified need.]

4. Target Market

[Describe the target audience or beneficiaries. Mention market size, demographics, and relevant trends.]

5. Business Model & Strategy

[Explain how the project will generate revenue or sustain itself. Summarize key strategies for outreach, partnerships, or operations.]

6. Financial Highlights

[Include a summary of financial requirements, expected funding amount, projected use of funds, and high-level return on investment or impact.]

7. Team Overview

[List key team members or partners, including their relevant expertise and roles.]

8. Call to Action

[End with a clear next step or ask, such as a request for investment, partnership, or further discussion.]

Important Notes:

- Keep the summary concise—ideally one page.
- Customize content for the target audience or funders.
- Use clear, non-technical language wherever possible.
- Highlight unique value and anticipated impact.
- Ensure all statements can be supported with data or references.