

Business Executive Summary Questions

Please use the questions below to create your short executive summary (3-5 pgs). This document should be a guide to help you describe your particular business. Not all questions will necessarily be applicable at this moment, but please describe what you can to the best of your ability.

I. OVERVIEW QUESTIONS

- a. Company Information
 - i) Name
 - ii) Website (if available)
 - iii) Company description (less than 50 words)
 - iv) Slogan or tagline (if available)
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II. PRODUCT QUESTIONS

- a. Describe your product or service
 - b. What are your top features and benefits?
 - c. How much will you spend setting up and developing your product?
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III. COMPETITION QUESTIONS

- a. Who are your top three competitors?
 - b. How are you different from your competitors?
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IV. MARKETING AND SALES QUESTIONS

- a. How will you find customers?
 - b. How will you convince customers to buy?
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V. STAFF QUESTIONS

- a. List the total number of staff including owners with titles (if applicable).
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VI. INFRASTRUCTURE QUESTIONS

- a. Describe your infrastructure set up and known costs. For example:
 - i. Construction to bring into compliance
 - ii. Equipment purchase
 - iii. Purchase of furniture and fixtures
 - iv. Computer purchase
 - v. Phone purchase
 - vi. Software purchase
 - vii. Payment system
 - viii. Security system
 - ix. Facility lease deposit
 - x. Building purchase
 - xi. Vehicle lease deposit
 - xii. Vehicle purchase
 - xiii. Other (describe)
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VII. COMPLIANCE QUESTIONS

- a. What type of business entity do you have?
 - b. What type of healthcare coverage will be provided?
 - c. What other types of insurance will be provided?
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VIII. ACTION PLAN QUESTIONS

- a. What is the company's Action Plan? Describe the steps you are taking from idea to launch. For example:
 - i. Secure funding
 - ii. Complete design plans
 - iii. Complete build-out of space
 - iv. Purchase furniture and equipment
 - v. Finalize the logo
 - vi. Create a website
 - vii. Hire and train employees
 - viii. Have a soft opening
 - ix. Have a grand opening
 - x. Other (describe)