**Exploring the Executive Summary**

**Visit the following website with a partner:**

[**http://www.bplans.com/**](http://www.bplans.com/)

**Click on the link entitled "Free Business Plans".  Scroll down the list and choose one sample plan of interest to you and your partner.  Review the executive summary portion of the plan and find the following sections that we have just discussed. You are to copy and paste the executive summary into a Word document, and then reading through it, highlight each section with its corresponding colour.**

* + Names of the contact person and management team members and how they can be reached \_\_\_\_\_\_\_\_\_\_\_
  + Mission Statement \_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + The name of the venture and a description of its nature and objectives \_\_\_\_\_\_\_\_\_\_\_
  + Information about goods or services offered, what makes the business unique, the location of the business, and proposed timelines for its development \_\_\_\_\_\_\_\_\_\_\_
  + Information about any security that can be offered to investors in exchange for their investment \_\_\_\_\_\_\_\_\_\_\_
  + Information about any business loans that are required \_\_\_\_\_\_\_\_\_\_\_
  + Key highlights of the business plan \_\_\_\_\_\_\_\_\_\_\_

**Once you have completed highlighting the Executive Summary, tell me whether you thought that this summary achieved the goal of introducing the venture and capturing the reader’s attention?**

When you are finished, put your names in the file name and submit it to the X Drive Special Projects folder.