

EXECUTIVE SUMMARY TEMPLATE. This is just a sample of what you might include. Not all sections will apply to all projects. Design is up to you; add color, fonts, and images that portray your brand identity. Use images, charts, infographics, and bulleted lists instead of text blocks when appropriate. The final piece should be no more than 1 page, back-to-back. You can see some examples by other Wesleyan students [here](#).

your logo

NAME OF YOUR PROJECT / INITIATIVE / IDEA / VENTURE

describe what you do in 10 words or less

Introduction

Who are you and what are you offering? Mission and Vision Statement.

The Problem or Opportunity

Start with the background. Give stats to illustrate scope and severity. Build empathy; make readers care.

Your Solution

A description of your project, program, venture, or initiative. Be succinct and clear. If your project is being hosted by an existing organization, explain.

The Market/Landscape/Ecosystem

Who else is tackling the same problem? Who is your 'competition'? What is your unique value proposition, i.e. what makes you better or different?

Metrics

What would success look like? What impact do you hope to have? What metrics will you use?

Team

Who are you and/or your team? Do you have mentors, advisors, a board, or other key supporters and partners? What assets do you bring to the table? Why do you personally care about this work?

Timeline

Exactly what are you planning to do and when? Good to show in a visual.

Budget

An overview of your current and/or projected expenses and revenues, including potential funding sources.

Contact

How people can reach you to learn more.