

# Executive Summary Template

## Guidelines:

- All submissions must be **submitted with this cover page and following the Executive Summary (write-in) Template** to be eligible for consideration in the competition.
- Executive summaries should be **typed in Arial, 10 point font, single spaced** and should **not** exceed **2** pages in length (**not** including cover page).
- Submissions should be via e-mail in Microsoft Word or PDF format and sent to [businessplans@cityofchicago.org](mailto:businessplans@cityofchicago.org). E-mail submissions must have a valid return e-mail address.
- Or mailed to: Office of the City Treasurer  
ATTN: Business Plan Competition  
City Hall, Room 106  
121 North LaSalle Street Chicago, IL 60602
- All executive summaries must be received by 4:30 p.m. on Friday, **July 6<sup>th</sup>, 2012**.

Full Name (first, middle, last)					
Company Name					
Company Address (Personal Address if start-up)					
City, State, Zip					
E-mail Address	Phone Number (OPTIONAL)				
Facebook (OPTIONAL)	Twitter handle @ (OPTIONAL)				
<b>Company Information:</b>					
<input type="checkbox"/> Start-up (0 – 6 months)	<input type="checkbox"/> Existing ( 7 months – 3 years )				
<input type="checkbox"/> Woman-Owned Business Enterprise	<input type="checkbox"/> Woman-Owned Business Enterprise				
<input type="checkbox"/> Minority-Owned Business Enterprise	<input type="checkbox"/> Minority-Owned Business Enterprise				
<input type="checkbox"/> Disadvantaged Business Enterprise (51% owned by a socially and economically disadvantaged individual)	<input type="checkbox"/> Disadvantaged Business Enterprise				
How many employees do you anticipate having?	How many employees do you have?				
<table> <tr> <td>Full-time</td> <td>Part-time</td> </tr> </table>	Full-time	Part-time	<table> <tr> <td>Full-time</td> <td>Part-time</td> </tr> </table>	Full-time	Part-time
Full-time	Part-time				
Full-time	Part-time				
<input type="checkbox"/> Anticipate locating business in City of Chicago	<input type="checkbox"/> Located in City of Chicago				
Date of establishment:					
EIN Number:					
Website address:					

CHICAGO CITY TREASURER'S BUSINESS PLAN COMPETITION  
**Executive Summary Template**

**Executive Summary Template for Chicago City Treasurer's Business Plan Competition**

*\*\*\* All submissions must follow this format to be eligible for consideration in the Competition. Executive summaries should be typed in **Arial, 10 pt font, single spaced and should not exceed 2 pages in length.** Submissions must be received by 4:30 p.m. Friday, July 6<sup>th</sup>, 2012 for consideration.*

**Company Name**

**Description of Business** (Describe your business or business concept, including a description of your product(s) or service(s), how the product will be made or services performed, what makes it unique, and the need it fills in the marketplace.)

**Market** (Describe the target market for your product/service including market size, potential, and an assessment of the competition.)

**Sales and Marketing Strategy** (Describe how your company will attract and retain customers, your pricing structure or fee for service.)

**Management Team** (List the key members of your management team including their role in the company and their past work experience.)

**Social or Environmental Impact** (Describe any social or environmental impacts your company will have on Chicago such as job creation, livable wages for employees, recycling or energy saving programs, etc.)

**Financial Summary** (Provide projected revenue, expenses and net profit (or net loss) for the next three years. If you are an existing business owner, please also provide financial information for the past three years or for the length of time your business has been in operation, whichever is longer.)

	2009	2010	2011	2012 (current)	2013	2014
<b>Revenue</b>	\$	\$	\$	\$	\$	\$
<b>Expenses</b>	\$	\$	\$	\$	\$	\$
<b>Net Profit (or Net Loss)</b>	\$	\$	\$	\$	\$	\$

**Narrative explanation of financial summary:**