

BASE Business Executive Summary Template

The purpose of this document is to provide the entrepreneur with some guidance regarding developing your business plan. Please complete as many of the following sections as possible regarding the proposed business.

Description of Product/Service

(please describe the product or service that the business will offer, including the target customer and how the service or product would function; identify how this business is innovative)

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Team Members

(please list the members of this team, the role each person play in the business, and explain how the team member's education and/or work history directly contributes to the business)

<u>Team Member Name</u>	<u>Role</u>	<u>Describe education or work history that aligns with the business idea</u>

Description of the Market

(please explain the demand for this product or service in the current market)

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Viability

Minimum Viable Product (please describe the minimum viable product)

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Labour Cost and Recruitment

(please describe the minimum labour required for the MVP, as well as future labour needs for later stages; please identify if these needs are met by current team members)

Entry Options and Costs

(please describe the costs of initial launch how the initial launch will generate customers, e.g. advertising methods)

Competition Analysis

(please describe your competitors for this product or service)

Industry dynamics

(what factors will affect the business development and growth, e.g. Covid-19)

Growth Potential

(please describe the opportunities for growth and expansion and explain how this business will generate employment for Canadians)

Funding Requirements

(please explain the funding this business would require, if any)

Financial Projections <i>(please provide projections for the first 1-3 years, including projected customers, revenue, and costs)</i>			
	Year 1	Year 2	Year 3