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*Executive summary outline draft  
for Investor or Lender needs*

# EXECUTIVE SUMMARY OF PROJECT

**Name of a Project**

Ordered by:

Applicant's Company Name

Drew up by:

Name of preparing Company

Execution:

Date of preparation

In **Poland** we make copywriting, drew up executive summary of project business plans, looking for partners, lenders or investors for Clients. In **Belarus** & **Ukraine** we arrange business contacts and socio-cultural one, we assist in the organisation of various kinds of business cooperation, also forming the joint venture companies, including supervision on behalf of the investor.

## **1. The idea of project**

In this point it has to be outlined the major ideas of the project. It has to be appreciated to present a brief market situation in segment considered. Also it has to be drawn the rivalry position. Please show the social situation on place considered to be invested in.

## **2. Presentation of Applicant's Company**

In this point it has to be provided a fundamental information's about company of applicant. A registration information's, brief history of the company, capitals being in use, assets being in possess, etc.

## **3. Persons involved - experience**

In this point it has to be presented the key persons of the company. The major points of the presentation are: financial status, position in the company, experience on fields considered in the project.

## **4. The streams of investments**

It has to be shown, what is the destination of applied funds. Subjects and amounts.

## **5. Amount of applied funds with preferred conditions**

Expectations of applicant subject to the total amount of required funds amount. Fundamental conditions, as: term, expected costs, grace period, etc.

## **6. Economic scenario**

It has to be presented, how the investments will change a major economic factors of the company. Mainly in net profitability and cash-flow. Cash-flow has to be designed for whole financing period on yearly basis, to get a reliable final outcome. It has to be proved, that applicant can handle the projected financial liabilities related to provided funds.

## **7. SWOT analysis outline**

It has to be presented the outlines of SWOT analysis. The main point is to provide a solutions to avoid weaknesses and threats - if it is possible.

### **General Notes**

1. If Applicant has a Business Plan already prepared, the Executive Summary has to be an extract from mentioned Business Plan to avoid any contradictions.
2. In any substantial statements in Executive Summaries related to prognosis and related to the project actions, applicant has to have a source hard proofs in form of original documents, letters of intentions etc. Said documents has to be attached to original Business Plan in form of scanned originals and sworn translations.
3. Transaction's language is English, that is why the Executive Summary has to be prepared in English.
4. Prepared material has to be brief, logical and not to long (no more then 10 pages in total). It has to convince lending body, that project is feasible and profitable without any doubts.