

Executive Summary	
What is the name of your business?	
What is the purpose of this business?	
What are the products or services the business will provide?	
Who owns this business?	
If this is an established business, how long has it been so?	
Who are the members of your management team, if any?	
Who will the customers be for this business?	
What kind of funds are you seeking for this investment?	
How will these funds be used?	