

# Your Guide To A Business Executive Summary

A one-pager is, as the name suggests, a one-page document. *A one-pager is used as marketing material to demonstrate your business overview or your product or service information on a single page.* It's can be used to pitch your company or used as a **new-age brochure**.

- COMPANY NAME
- LOGO
- WEBSITE
- NUMBER OF EMPLOYEES
- KEY PERSONNEL
- ADVISORS
- INVESTORS
- ONE LINE PITCH - ELEVATOR PITCH - BLUF
- BUSINESS SUMMARY
- MANAGEMENT TEAM
- CUSTOMER PROBLEM
- PRODUCT OR SERVICE
- TARGET MARKET
- MARKET SIZE
- FINANCIAL INFORMATION
- CUSTOMERS
- SALES OR MARKETING STRATEGY
- BUSINESS REVENUE MODEL
- COMPETITORS

## ADDITIONAL SUGGESTIONS FROM THE SBA



# THINGS TO CONSIDER when building your A BUSINESS ONE PAGER

- Company name
- Logo
- Website

## MISSION

What is your why?

- Who do you serve?
- How?
- What makes you different?
- What is your highest vision for your business?
- What is your highest vision for yourself?

## BUSINESS GOALS

How will you achieve your mission?

- Specific measurable goals, include revenue targets
- How will you lead with your strengths?
- How will you reach your dream clients?
- How fast do you plan to grow this year?
- Who can help you (internal & external resources)?

## INCOME PROJECTION

How will you earn money?

- How much revenue do you want to earn?
- How much do you need to charge to get there?
- Will you charge per hour/unit/project/retainer?
- Current income streams (services, products)
- Future income streams (consulting, teaching)

## COST PROJECTION

What expenses will you incur?

- Will you hire staff?
- Do you need to buy raw materials?
- Office supplies
- Web hosting
- Marketing, accounting expertise

## PERSONAL GROWTH

How will you invest in yourself?

- Skills training
- Credentials
- Networking events
- Public speaking opportunities
- Publish your expertise, media coverage

### ATLVets, INC

[www.ATLVets.org](http://www.ATLVets.org)

Provide the best resources for veterans to implement their business ideas successfully.

### MARKETING STRATEGY

Feature our clients' success stories through first-person story telling on blog, social media, partners' marketing, and in-person events

### FUNDRAISING STRATEGY

Develop strategic partnerships with organizations that support military entrepreneurs through their products, services, and ethos.

### BUSINESS SUMMARY

At ATLVets, we are cultivating the entrepreneurial desire for veteran owned businesses. As a private foundation, we aim to inspire, educate, and support veterans, military spouses, and gold star families as they grow their enterprise. We provide coaching, resources and capital, as well as an innovative seminar based mentorship program to support entrepreneurs in scaling while intertwining PR opportunities for them to shine.

### IMPACT STATEMENT

To provide support in the form of grant funding to low-income military veteran & military spouse entrepreneurs having a significant impact on the military and entrepreneur community.

### SOLUTION SERVICES

ATLVets was launched in 2022 with a mission to inspire, educate, and support veteran business ownership in America and produce measurable outcomes for the veteran-owned and military spouse-owned businesses we serve. We focus on four main pillars of success: Marketing, Mindset, Movement and Money. We are a tax-exempt 501(c)(3) nonprofit private foundation.

### CORE ACTIVITIES

1. Inspire underserved veteran and military spouse business owners with compelling success stories and content
2. Educate underserved veteran and military spouse business owners through 100% free programs and resources
3. Support underserved veteran and military spouse business owners with awards, coaching, and public promotion

### OUR PARTNERS



IN PARTNERSHIP WITH



POWERED BY



1. **Corporate Headquarters:** San Francisco, CA
2. **Locations:** London, Tokyo
3. **Year Established:** 2020
4. **Employees:** 200



## Our Mission

Add a line describing your mission...

## Our Vision

Add a paragraph or two about about your overall vision as a company. Where are you headed?

## Our Story

Include a short version of your founding story of how the business was started, who started it and why they started it?

## Our Core Values

1. **Core Value 1...**
2. **Core Value 2...**
3. **Core Value 3...**

## Products and Services

Describe your core offering and business activities. Who it is for, and why it's better than the alternative. List top selling, primary categories of your products or services.

## Major Milestones

1. Founded in 2016
2. 10K Client in 1st year
3. Opened Office in London
4. Employees Grew to 50

## Key Metrics

1. ...
2. ...
3. ...

## Leadership

Royce Collins, CEO

[LinkedIn](#) | [Twitter](#)

## Wooden Grain Toy Company

### Identity

Wooden Grain Toys manufactures high-quality hardwood toys for children aged 3-10.

### Problem

Parents and grandparents are looking for high-quality, durable toys that will entertain kids and foster creativity.

### Our solution

Our handcrafted toys are made from solid hardwoods, and are designed with sufficient moving parts to engage young children without limiting imagination.

### Target market

The target audience is adults, specifically parents and grandparents who wish to give toys to their children or grandchildren.

### The competition

Wooden toys are part of a niche market with companies of all sizes. Large companies include Plastique Toys and Metal Happy Toys, which sell internationally. Smaller companies sell locally in shops, craft fairs, or online.

### Revenue streams

Wooden Grain Toys will sell directly to customers at craft fairs and online.

### Marketing activities

Wooden Grain Toys will communicate with customers with an email newsletter, targeted Google and Facebook ads, social media, and in person at craft fairs.

### Expenses

- Materials for toys including wood, steel, and rubber
- Craft fair fees and travel costs
- Inventory space for products

### Team and key roles

Currently, the only team member is the owner, Andrew Robertson. As profits increase, Wooden Grain Toys will look to add an employee to assist with social media and online marketing.

### Milestones

As business grows, Wooden Grain Toys will advertise in target markets—especially in advance of the holiday season.