**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11964&utm_source=template-word&utm_medium=content&utm_campaign=Executive+Summary-word-11964&lpa=Executive+Summary+word+11964)EXECUTIVE SUMMARY TEMPLATE**

EXECUTIVE SUMMARY

Company / Product / Project Title

Problem Statement

Clearly state the problem or challenge the company, product, or project addresses.

Text

Key Proposition

Outline the proposed solution or key value proposition.

Text

Market Analysis

Summarize your findings about the market, customer needs, or competition.

Text

Key Features and Benefits

Highlight the main features or benefits of the proposed solution or strategy.

Text

Financial Summary

Provide a snapshot of financial aspects like cost, revenue projections, or ROI.

Text

Next Steps

Briefly describe the steps or strategy for implementation.

Text

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |