



# Tradepreneur Global Academic Platform, UK KNEU Kyiv National Economic University, Ukraine



## Invite



## Young Entrepreneurs Meet: 05-06 March, 2022 Online

Theme : The impact of the new Meta-verse era in entrepreneurship



1. First Position Certificate
2. Second Position Certificate
3. Third Position Certificate
4. All Participated & Presenter Certificate

Registration Date :  
Last date : 10 Feb, 2022  
Registration Fees :  
USD : 25\$  
INR : 500/-

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**Judges :**

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Selected Project will get International Opportunity in funded Project

**Registration Form**

[https://docs.google.com/forms/d/1uei6LDXi3iLyz0z0MpLlzDgY\\_yealDOu-xEfluI2\\_Qo/edit](https://docs.google.com/forms/d/1uei6LDXi3iLyz0z0MpLlzDgY_yealDOu-xEfluI2_Qo/edit)

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## Guide Line

### 1. Executive Summary



The Executive Summary is where you explain the general idea behind your company; it's where you give the reader (most likely an investor, or someone else you need on board) a clear indication of why you've sent this Business Plan to them. This is a souped-up "elevator pitch," a couple of pages that summarizes what your business is all about.

The Executive Summary provides a summary (shocking, eh?) of the Business Plan document.

Note that, while the entire Business Plan should be well-written, this section must really demonstrate excellent composition and grammar. This is the first part of your Business Plan that anyone will read, so it's important that it really "sing."

The header section of the Executive Summary can benefit from flexible treatment, as well. You can use a company logo, or any other design you'd like, but you want to be sure you include the name of your business, right at the start of the Business Plan.

In the Business Plan section, you will want to get the reader's attention by letting them know what you do.

Try to answer some (or all) of the following questions:

- What products or services do you offer?
- What sector do you operate within?
- Who is your target audience?
- What is the future outlook of the marketplace?
- What makes your offer unique?
- Who's the boss?
- Why did your company start?

The Executive Summary is the place to succinctly describe your business. It's also appropriate to address why you've created your proposal, answering questions like these, briefly, in addition to those above:

- Do you need investment?
- How much money do you need?
- What is the money to be used for?
- How will your business become profitable?
- What's in it for the recipient?

The last question is perhaps the most important. Already, only having read as far into your business plan as the Executive Summary, your reader is wondering "what's in it for me?" And your challenge is to offer them a preview (remember this is a "summary") of the benefits of accepting your business plan, while not giving away the whole story. The Executive Summary is all about gaining interest, so that your recipient will keep reading.

### 2. Business Description

#### 3. Mission Statement

Here are the major points you will want to make in the Mission Statement.

- Goals
- Objectives
- Customers
- Industry
- Strengths
- Status of Ownership

#### 4. Products and Services

#### 5. Marketing Plan

#### 6. Operations Plan

#### 7. Management Organization

#### 8. Financial Plan