

# Example of an Executive Summary

01

## MISSION

Tim's Trees strives to provide quality tree-trimming services from an expert arborist. Our goal is to help the tree to thrive while reducing the risks to personal property by cutting back branches and overgrowth.

02

## COMPANY AND MANAGEMENT

Tim's Trees is a limited liability company registered in Maine and located in Bangor. The company is a startup. It is owned by Tim Hathaway, who has 25 years of experience as a professional arborist. Tim is the company's sole owner and is responsible for its day-to-day operations. He is also the chief arborist on any project.

03

## SERVICES

Our clients are looking to get a variety of mature trees trimmed around their homes. While the trees provide beauty and shade, overgrowth can put them at risk of falling down and damaging homes, sheds or fences. Tim's Trees cuts back overgrowth and balances the tree's sides so that it isn't heavier on one side, which can lead them to fall.

04

## THE MARKET

Bangor is a city with 32,000 residents, 60% of them being homeowners. As an older city, the neighborhoods have an ample amount of mature trees alongside homes and streets. All of these trees need to be trimmed and adequately cared for every season to prevent winter accidents. Our market research shows that eight out of ten homes have a tree that requires regular trimming.

05

## COMPETITIVE ADVANTAGES

There are currently nine other tree-trimming companies located in Bangor. Tim's Trees is different because its founder and owner is an experienced arborist. He brings his 25 years of experience to each project. This gives customers the confidence that the tree will be properly trimmed while maintaining its beauty and overall health. We don't butcher trees as some companies do.

06

## FINANCIAL PROJECTIONS

Based on the size of the market and our defined service area, we estimate that Tim's Trees will generate \$250,000 in revenues in the first year. We'd expect a growth rate of 10% per year after the first year's launch.

The owner and operator will take a salary of \$60,000 per year. He will have a staff of four that does the work of trimming trees.

07

## STARTUP FINANCING REQUIREMENTS

To launch, Tim's Trees needs \$150,000 in startup capital to purchase vehicles and equipment. Tim has already invested \$50,000 into the project.