

Executive Summary - Template

Template guidance reviewed 9 September 2026. Replace bracketed prompts with verified information. Follow the specific solicitation, amendments and submission instructions; this template does not determine eligibility or compliance.

Opportunity: [title / solicitation number]

The customer's mission

[One paragraph: what the customer is trying to achieve and why it matters now]

Our understanding of the requirement

[Show you understand the problem, not just the words of the RFP]

Our approach

[The heart of how you will deliver - tied to evaluation factors]

Why us

[Your 3–4 win themes: differentiators mapped to what the customer will be graded on]

Proof

[One or two lines per relevant example: your actual role, delivered scope, evidence-backed outcome and source. Do not invent customer results or imply partner experience is your own.]

Delivery commitment

[Summarize the offered outcome and readiness supported by the proposal; follow the solicitation's required closing format.]