

Executive Summary Template

The following is a general template which is designed to help you build your own executive summary. Please feel free to use it as a reference, but you are not restricted to use this format. The judges will mainly grade information provided to answer 'required' questions.

1 Rules on executive summaries

- Executive summaries are limited to two pages, not including supporting information.
- Supporting information is limited to three pages. Please start your supporting information with a large title to indicate the following text is supporting information.
- Supporting information is meant for clarification, and all supporting information will not be graded. Thus, the judge has no obligation to read the supporting information.
- Submissions which do not comply with our rules will be rejected.

2 Overview

- Provide an enthusiastic snapshot of your company/prototype/idea, explaining who you are, what you do, and why.
- According to the current stage of your company/prototype/idea, what are the important milestones that have been achieved?
- What is the goal of your company/prototype/idea in 3-5 years?

3 Problem statement (required)

- What problem are you trying to solve?

4 Solution / Technology (required)

- What is your solution for the problem stated?
- Is it a painkiller for a bottleneck? Or a vitamin that is nice to have?
- How will the customers benefit from your solution?
- What is the compelling advantage of your solution?
- Do you have any patents for your solution?
- Are there any intellectual property or regulation issues related to your project? Who owns the intellectual property?

5 Customer profile (required)

- What industry are you involved in?
- What is the general profile of your targeted clients (who are your customers)?

6 Competition / Competitive Advantage (required)

- Who are your direct and indirect competitors?
- What is the most compelling advantage against your competitors?
- Why would customers prefer your product or service?
- Who are your complementary or value chain partners?

7 Sales / Marketing

- How big is your market? (required)
- What is your profit model? (required)
- What is your channel of distribution?
- What is your sales strategy with regard to pricing, promotion, etc.?

8 Organization / Management

- How is your company organized? (organization chart)
- What is the flow of operation within your company?
- Provide a brief description of your key team members. Who is the leader?
- What types of special licenses and permits would your business need in order to operate?

9 Finance / Investment (optional)

- If you are starting up a company, what is the estimate of the startup cost?
- Where will the money be ut to use? (How will it be distributed among R&D, marketing, etc.?)
- Provide an income statement (profit and loss).
- Provide information about cash flow.
- Provide a balance sheet.
- Do you have any financing plans for your project?

10 Others / Supplementary materials

- Please feel free to list any other key aspects of your company not mentioned above.