



## **Executive Summary Template and Instructions**

1. Font & page: 12-point font, 1-1-1-1 inch margins, and 8 1/2 x 11 inches page size
2. Length: 1-3 pages
3. Name of file: Country\_Team\_Name\_Lastname\_ExS  
For example: 'Hungary\_Coolstartup\_Smith\_ExS'
4. Document type: PDF only
5. Deadline: July 1, 2010, midnight (local time)

The Executive Summary should include the following headings and address the questions listed. We strongly encourage that teams use this template to write their executive summaries, covering all items, if applicable.

Please be as concise and clear as possible.

**Team Name:**

**Team Leader's Name:**

**Team Leader's E-mail:**

**Team Leader's Phone Number:**

### **I. The Opportunity [Opening statement, or, "The Elevator Pitch"]**

Please write a concise description of your venture opportunity, including what you're doing, for whom you're doing it, and why it's an exciting investment prospect. This paragraph should make a compelling statement to prospective investors so they wish to learn more. Please note that this section may be shared publicly.

### **II. The Target Market [Should anybody be doing this—What's the pain, whose pain is it, and how much will they pay to address it?]**

Problem: What is the pain (quantitative and qualitative)?

Customers: What is the market size? How much of this market can you address? Is it an emerging market – what is that expected growth in the next five years? Describe current market trends which support the introduction of your product/solution. Who specifically are your customers?

Competition: How are established companies and other startups trying to address this customer pain? Are there any emerging competitive alternatives?

Regulatory: Describe any government regulations – existing or pending—that may enable, enhance or jeopardize your opportunity.

### **III. The Team [Who are the key players that will make this happen]**

Team Members: Who is on your team? Describe roles and key experience/expertise and education for each. What is their level of commitment currently, and what would enable them to join the venture full-time (if applicable)?

Team Needs: Is your team complete? [Note: It is acceptable not to have a fully assembled team at this point.] Please describe any critical team needs.

### **IV. The Product/Solution [?]**

The Offering: Describe exactly what it is you are going to do or sell and how it fits into the overall value chain. Include basic description of features.

Value Proposition: Describe how your offering solves the pain and the significant sustainability benefits of your product/solution. Describe why someone will pay a premium (if applicable)

Competitive Advantage: How is your product differentiated from existing & emerging solutions.

Describe key differentiating technologies and how they will be barriers to competition—i.e., intellectual property protected by patents, copyrights, trade secrets, license, source code etc.

Customer validation: Have you already presented your solution to a potential customer? What was their reaction?

### **V. Go-to-Market Strategy (Feasibility) [?]**

Development Status: What are the milestones that you need to achieve in order to enter the market with your solution (e.g., technology development, prototype, pilot implementation, etc.)?

Strategic Partners: Does your venture require outside infrastructure, strategic partnerships, or any similar dependencies? How are you planning on securing these? Does your team own or have access to the intellectual property of the product or technology proposed for the venture?

Distribution: How will you sell to the customer—direct, channel partners, distributors, etc.?

**VI. Financials and Funding Required [How big is the opportunity financially, and how much funding do you need?]. Add as many details as you can for this section, but do not worry if you don't have enough information at this stage.**

Key Drivers: What are the major assumptions that drive your revenue? E.g.:

- unit price
- volume
- market size

and other factors such as: price premium/discount, license/royalties, low cost of goods, contractual relationships with customers/vendors, etc.?

5 Year Financial Summary: (see example below)

	2010	2011	2012	2013
Revenues				
EBITDA*				
Profit/Loss				

\* EBITDA: earnings before interest, taxes, depreciation, and amortization

Funding: How much funding have you already received for your venture, if any? Where did it come from (e.g., friends/family, angel, bank loan, etc.), and what milestone(s) (e.g. patent filing, prototype, 1st sale, etc.) has it enabled you to achieve?

Needs: How much funding are you planning to raise & what milestone will it enable you to achieve?

How will the money be spent? What is your total required funding until you reach profitability?

Exit Strategy: How will investors get their return—i.e., for angels & VC's, what exit option is most likely for your venture (acquisition, IPO, etc.)? Any comparable companies that serve as a benchmark?