

The Executive Summary (a short business plan)



Please describe your startup project as brief, accurate and captivating as possible. Include photos of e.g. prototypes or users and graphs/graphics or timelines as you wish (Good quality)

Most often you need to address the following five point's a-f – feel free to arrange and rename sections like you want.

Format

- File must be a PDF with reasonable size
- Include a photo of yourself placed in the upper right corner on the first page like in this template – same size
- Include contact details in header/footer/box/under photo:
 - Email
 - website (if available)
 - LinkedIn profile address
 - Phone number (optional)
 - Other (optional)

Content – what you need to describe

- a. Headline with this structure: “[startup name] Executive Summary”**
- b. Business idea & Market**
 - Vision
 - A description of your customers and the problem they have
 - Your solution and value proposition (your product or service) include data/numbers on how it creates value
 - Business model (how you make money)
 - Target market and its size, include the key data/numbers
 - Competitive advantage – do you know your direct and indirect competitors well and how to deal with them?
- c. Traction (shows that the world needs and accepts your proposal)**
 - Accomplishments like sales, tested prototypes (PoC), surveys, awards, press, partnerships, etc.
- d. Roadmap**
 - What is the plan and milestones of your project the next 2-6-12-24 months? (you decide what to include)
- e. Team**
 - Who is on your team and why are they important? (competencies, experience, network)
 - Other significant associates like mentors, partners, advisory board, etc?
 - Why can you make this project happen and succeed?