

## The Executive Summary (a short business plan)



Please describe your start-up project / idea as brief, accurate and captivating as possible.

Include graphs or timelines as you wish.

You will need to address the following points a-g.

Please, consult with your supervisor / university advisor regarding this document and do not disclose any sensitive information of your technology for protecting your IP.

### Format restrictions

Vertically aligned A4 pages with the current formatting and margins. The length is 2 pages!

- You must include a photo of yourself placed in the upper right corner on the first page like in this template – same size
- Your project/start-up name must be the title
- Margins must be like in this template – do not widen them
- Do not provide one long block of text – use headlines
- Include contact details:
  - Email
  - website (if available)
  - LinkedIn profile address
  - Phone number (optional)
  - Other (optional)

## Content – what you need to describe – 2 pages max

### a. Business idea

- Your vision
- A description of the problem your customers or the market have
- Your solution, which is your product or service

### b. Your product

- Description of your technology

### c. Market

- Target market – who are your customer/users/consumers and where are they?
- Competitive advantage – do you know your competitors well and how to deal with them?

### d. Traction (shows that the world needs and accepts your proposal)

- Accomplishments so far like tested prototypes (Proof of Concept), surveys, awards, press, etc.

### e. Finances (mostly important if you are targeting funding)

- Business model – how do you plan to make money?
- Financial summary of what you need to get to develop your project – relate to your roadmap

### f. Roadmap

- What is the plan and milestones of your project the next 2-6-12 months? (depending on scope)

### g. Team

- Who is on your team and why are they important? (competencies, experience, network)
- Why can you make this project happen and succeed?

If you are at a very early stage with your start-up project, focus mainly on the first three points: your vision, the technology and the market's need (a-c), but try to consider all other points (d-g) as well.