Preliminary Executive Summary Guidelines

The goal of the Preliminary Executive Summary is to clearly articulate the venture concepts business model and to describe the potential marketability of the new venture.

1. New Venture Idea
   a. What existing need or want does the concept fill? In other words, what is the problem you solve?
   b. Describe the service/product – will it change the way people live, work or do business?
   c. Who is your customer? What is your market segment? Is there more than one customer group?
   d. What is the unique selling benefit? (e.g. why will they buy?)
2. Venture Model
   a. What are your sources of revenue and funding?
   b. What are your cash needs for first year of operations? And how will you get there?
   c. What are your initial financial projections? Provide a simple income statement with revenue, cost of goods sold, other expenses and projected margins.
   d. How do you plan to scale the business?
3. Market Analysis
   a. Who is the present competition and possible new entrants?
   b. What are the critical success factors?
   c. What are the critical risks and how, if possible, will you manage them?
   d. What is your competitive advantage? Is this advantage sustainable?
   e. What is the marketing plan?