PRELIMINARY EXECUTIVE SUMMARY

The objective of the Preliminary Executive Summary is to convey to the reader in a concise manner that the business concept can be made into a viable business venture which can thrive in the market place, obtain the financing needed, and achieve its financial mission; and in the case of Social Ventures additionally achieve its social mission.

Funding: The venture does not need to be one that requires venture capital funding unless that is appropriate for the specific venture proposed. All business ventures require funding and, therefore, the preliminary executive summary must state how you propose to fund your venture.

Scale: The business venture need not be initiated as a large venture unless that is appropriate for the specific venture proposed. However, a small business venture without a vision and method of scaling its size to a larger business is not to be viewed favorably in a program fostering entrepreneurship on a graduate and post-graduate level.

The Preliminary Executive Summary should be contained in no more than two pages with one inch margins and be prepared in 12 point type.
Guidelines

A. Does the new venture contain a valid business concept?
   • What existing or to be created need does the plan fill?
   • Description of the services/products.
   • Who will the customer and consumer be?
   • What will motivate the sale?
   • What is the competitive and contextual environment and what are the venture’s advantages?

B. Does the plan adequately describe the required execution steps and the business model to achieve profitability (and accomplishment of the social mission in Social Ventures)?

B. Can the management team execute upon the plan?

Note: The Preliminary Executive Summary is the first step in submissions for the Business Plan Competition. While form and style are always important, the screeners will be focusing upon whether the proposed venture can result in a real business after the proposing quarter-finalist teams have their business concept refined, and in some cases modified, through dialogue with their mentors obtained in the New Venture Mentoring Program, exposure to real VC investors and other members of the business community, and attendance at program workshops and a bootcamp.

SUBMISSION PROCEDURES

 Please submit 5 hard copies of your Preliminary Executive Summary by 3:00 pm on Wednesday, December 3.

The copies are to be dropped off or sent to:

Loretta Poole
Berkley Center for Entrepreneurial Studies
Stern School of Business
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New York, NY 10012