

## **Business Track New Venture Competition Executive Summary Content**

For students who completed the Intent to Present, 8 copies of the Executive Summary must be dropped off in The Rock Center by 5pm on March 24th. The Executive Summary should be 2-3 pages and address the following:

- **Mission/Vision:**

Describe what your business does or its principal mission or objective. Include current or anticipated principle location

- **Management Team:**

Provide team information

CEO - HBS affiliation/ relevant work experience/skills;

All other team members - title/education/relevant work experience/skills

- **Business Product or Service:**

Describe your primary product/service and its core value proposition

Describe your business model

Describe its stage of development (concept, prototype, beta, growth, etc)

Describe your primary source of competitive advantage

Summarize future plans include developing [x, y, and z] in [year or timeframe]

- **The Market:**

Define target market. (e.g. women's athletic apparel, kitchen appliances, small business software)

Describe their pain points and willingness to pay and adapt

Define total market size and is expected to grow by [x%] by [year]

If B2B, may identify current/anticipated notable customers as examples

- **Competition:**

Describe current direct competition and substitutes

Describe why your product/service is unique/superior (Ex. We will have a competitive advantage because of our [speed to market, established brand name, low cost producer status])

Define any new companies you anticipate may enter this market in the near future

- Key Milestones:

Describe important milestones you have accomplished thus far (include team building, funding, product development, test/experiments)

Define critical milestones going forward

- Risk/Opportunity:

Describe the greatest risks associated with your business today and why/how you will overcome them (examples might include competitive, regulatory, political risks)

Describe your biggest recognized opportunities

- Capital Requirements

Define how much capital you will need prior to becoming cash flow positive and how those funds will be spent

- Exit Potential:

Opportunities for exit in your venture

- Financial Snapshot:

Annual revenue and net income projections for three years (supplemental information should include a cash flow statement and balance sheet)