**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**

1. **Business idea**
* Your vision
* A description of the problem your customers or the market have
* Your solution, which is your product or service
1. **Your product**
* Description of your technology
1. **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?
1. **Traction** (shows that the world needs and accepts your proposal)
* Accomplishments so far like tested prototypes (Proof of Concept), surveys, awards, press, etc.
1. **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
1. **Roadmap**
* What is the plan and milestones of your project the next 2-6-12 months? (depending on scope)
1. **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.**