Qualifying Executive Summary Guidelines and Judging Criteria

Guidelines:

1) Document must be submitted as a single document in “printable” PDF format.
2) Document must be no more than 5 pages maximum including all narrative and appendices.
3) Text must be 1½ spaced in 12-pt font with 1” left, right, top and bottom margins. This line spacing and font requirements apply to the textual content of the document and not to titles and descriptions accompanying pictures or graphical elements.
4) Document must clearly identify/include the following:
   - Venture Name
   - University / College Affiliation
   - Brief description of venture (company), explaining the concept clearly and persuasively.
   - Opportunity or problem in the market you wish to exploit
   - How does your product/service address the problem or opportunity?
   - Who cares, and why do/should they care? How will they benefit from your product/service?
   - Current and potential competitors and venture’s competitive advantage
   - Target market(s) demographics and accessible size (# & $)
   - Marketing strategy to reach target market(s) and projected % penetration: years 1-3
   - Business model (supply/production/distribution strategy, pricing, projected revenue streams, and margins)
   - Higher level summary of projected financials (suggested 3-years) CF, P & L, BS; time to break even
   - Management team composition and relevant experience
   - Investment needs and uses
   - Current state of the venture (e.g. product development stage, patents, contracts, current annual revenue (when first revenue was achieved), current sales, profit level, equity/debt raised so far, etc.)
   - Development timeline, and key milestones
   - Equity ownership of each team member - total equity distribution (founders as well as other investors) along with dates raised

Judging Criteria:

Submitted Qualifying Executive Summaries will be reviewed by a team of qualified business professionals and judged on the following:

- Problem definition
- Solution overview
- Business model
- Market and sales strategy
- Operations
- Management
- Financials
- Offering
- Viability
- Brevity and clarity