MIT-CHIEF Business Plan Contest  

Executive Summary Template 

The following is a general template which is designed to help you build an executive summary. Please use it as a reference but not restrict to it. 

1. Overview  
   - Provide an enthusiastic snapshot of your company/prototype/idea, explaining who you are, what you do and why?  
   - According to the current stage of your company/prototype/idea, what is the important milestone achieved?  
   - What is the goal of your company/prototype/idea in 3-5 years? 

2. Problem Statement [required]  
   - What problem do you try to solve? 

3. Solution / Technology [required]  
   - What is your solution for the problem mentioned?  
   - Is it a pain killer for a bottleneck? Or a vitamin that is nice to have?  
   - What will the customers benefit from your solution?  
   - What is the compelling advantage of your solution?  
   - Do you have any patent for your solution?  
   - Is there any IP or regulation issue with the project? Who owns the IP? 

4. Customer [required]  
   - What industry you are involved in?  
   - Provide a general profile of your targeted client (who is the customers)? 

5. Competition / Competitive Advantage [required]  
   - Who are your direct / indirect competitors?  
   - What is the most compelling advantage against your competitors?  
   - Why customers would prefer your product / service?  
   - Who are your complementary/value chain partners? 

6. Sales & Marketing  
   - How big your market is? [required]  
   - What's your profit model? [required]
- What is your channel of distribution?
- Explain your sales strategy, specific to pricing, promotion, and etc.

7. Organization / Management
- Provide a description of how your company is organized? (organization chart)
- What is the flow of operation in your company?
- Provide a brief bio description of your key team members? Who is the leader? [required]
- What is necessary or special licenses and / or permits your business operates with?

8. Financial / Investment [optional]
- If you are starting up a company, what is the estimation of start-up cost?
- Where will the money put into use? (What is the percentage in R&D, market and etc.)
- Provide income statement: profit and loss.
- Provide cash flow.
- Provide balance sheet
- Any financing plan for your project?

9. Others / Supplement
- Please provide other key aspects of your company if not mentioned above.