

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.*