

Executive Summary

Recommended Executive Summary: up to 2 pages.

1. What is the fit of each team member with the project?

Describe the core knowledge and expertise of each team member, as well any areas of competence required to develop within the team. Be as open and honest as possible. Also describe the team's access to knowledge and expertise in any specialist field outside yours but required to implement the solution envisaged, i.e. your product and / or service.

2. How big is the problem you are trying to solve?

Provide a short description, based on 2 to 3 sentence statement that describes who is your customer and the problem that your product and/ or service will actually solve or help solving. Characterize clearly and quantitatively the current problems faced by customers with existing solutions (from competitors, direct and indirect).

3. What is the technology that underlies your product or service and in what way is your solution unique vis-a-vis to existing ones?

Start by describing clearly the stage of technical development you are at and what the next critical steps in development are to get your solutions ready to launch in the market. What makes it different (better) from existing solutions. Participants must refrain from disclosing any confidential information for that purpose, in other words do not describe how your technology works, but rather explain what it does and how it meets your customers' needs. Explain what is your strategy for managing any Intellectual Property (IP) protection for your solution.

4. What makes your product or service innovative? How?

Provide a clear, 2 to 3 sentence statement that describes your solution and the benefits for the customer, how it overcomes the problems identified in item 2. Be as quantitative as possible in the description of the benefits, as for instance with regards to cost / performance advantage based on the solution found to the problems identified. For instance, don't just say "it is better than", but rather "enables XX% improvement in."

5. Is there an opportunity for global impact?

Describe the main characteristics (margins; emerging; consolidation stage, other) of the market in which you will introduce your solution (product or service) and in what way your value proposition (to the customer) makes it an attractive opportunity for an investor. Include the financial needs for implementation and the projected returns for an hypothetical investor. Also, it is equally important to highlight how the market has been growing and how is expected to grow in the foreseeable future. Always quote and reference your sources. You will also need to focus