

Guidelines for writing Executive Summary

Executive summary must be written in maximum of **five pages**.
You may choose to follow the following format:

First Page

This page must contain the name of the **Team and Team Members** along with their **e-mails, contact addresses and Institute**. It should also contain **categories applied** for. Remember that categories can be **three** at max.

Second Page

This page should contain a 250 words summary of your idea and short write ups about all Team Members.

The following pages shall contain: -

- 1. Business Description** - This should be a summary of your mission, vision, business opportunity, product / service and business model.
- 2. Management** - Indicate why your team is ideally suited to capitalize on the opportunity discussed in the business description - *one paragraph*
- 3. Company Background** - Describe the process that brought to you to discovery of the opportunity and assembly of the team - *one paragraph*
- 4. Technology/Proprietary Rights** - Describe the factors that will provide your company with significant competitive barriers to entry. This can include intellectual property, trade secrets, key relationships, etc.
- 5. Marketing, Sales and Customers** - Describe the size, characteristics and key trends in your market. Who are your top customers (current and/or projected - be very specific)? What is your value proposition to these customers?
- 6. Competition** - Who are your primary competitors and what is your key competitive position?
- 7. Estimated Financing Sought** - Amount e.g., 2 crore. Do mention some Rough idea of basis of this calculation.
- 8. Current Stage Of Start-up** – concept/prototype/investment/market etc.
- 9. Resources Required** - Include resources such as facilities, number of employees, special licenses or major existing customer.
- 10. Industry** - List the applicable industries (e.g., telecommunications, hospital information systems, system software, real estate, etc.

