

# The Executive Summary (a short business plan)

Please describe your startup project as brief, accurate and captivating as possible. Do not burst out a flamboyant (=suspicious) sales pitch but also do not hesitate thinking big! Include photos of e.g. prototypes or users and graphs/graphics or timelines as you wish.

Most often you need to address the following five point's a-f. The order suggested here has a good flow but feel free to arrange it like you want.

*FORMAT:* A4 pages with normal formatting and margins. In this case the length is 2 pages.

## Content – what you need to describe

### a. Business idea

- Vision
- A description of the problem your customers have
- Your solution (your product or service )
- Business model (how you make money)

### b. Market

- Target market (who are your customer/users/consumers and where are they?)
- Data, numbers
- Competitive advantage – or do you know your competitors well and how to deal with them?

### c. Roadmap

- What is the plan and milestones of your project the next 2-6-12-24 months? (depending on scope)

### d. Team

- Who is on your team and why are they important? (competencies, experience, network)
- Why can you make this project happen and succeed?

### e. Traction (shows that the world needs and accepts your proposal)

Accomplishments like sales, tested prototypes (PoC), surveys, awards, press, partnerships, etc.

Not relevant for your EVP application but for other purposes you can add:

### f. Finance (mostly important if you are targeting funding)

- Financial summary of what you need to get to develop your project – related to your roadmap
- Budget for prototyping, tests, series 0 production, consultants traveling, patents, lawyers, etc.
- Income and expenses