

# Red Rock STARTUP!

## EXECUTIVE SUMMARY TIPS

The Executive Summary will serve as an overview of your business. It helps judges understand quickly what you do, why and what you want. Your Executive Summary should clearly describe your businesses' value proposition, marketing, competitive advantage, and financials.

### TIPS:

- Be concise and avoid industry jargon
- Use at least 10-point font (no smaller)
- Include charts, graphics, logo, and photos to create visual appeal
- Save your document under your business name
- Assume the audience has zero knowledge of what your business product or service

### SUGGESTED CONTENT:

- **COMPANY SUMMARY:** What are you selling? Why do you have a great product or service? What does your company do? Include a mission or vision statement and a brief history on why your company was started. State the legal structure and the date the business was established.
- **PRODUCT OR SERVICE DESCRIPTION:** Describe your product or service. What makes it unique? Explain how you perform the service or fabricate the product. Describe the inputs needed.
- **MANAGEMENT TEAM:** Provide each core team member's name, their role and relevant experience. This can include a list of key advisors to your company. State why you are personally excited about building this company.
- **VALUE PROPOSITION:** What problem does your product or service address? Why is it a problem? Who does it affect? Describe how your product or service tackles the problem. How does your solution improve or replace current offerings? How is it unique? How does it benefit the customer?
- **MARKET OPPORTUNITY:** Who is your target customer? Provide market segmentation factors for target customers. What is your geographic target area? What is the size of the market? Is the marketing growing? How will you reach customers? What is your brand position and message? How will you maintain customers?
- **COMPETITIVE ADVANTAGE:** Who are your competitors? What are challenges or obstacles to competing? Why does your product or service surpass competitors? How will you get customers to know your advantages?
- **FINANCIAL HIGHLIGHTS:** How does the business generate revenue? Provide financial projections to support claims. Articulate milestones and longer-term goals. What are your startup costs? What are your costs per month?
- **CAPITAL REQUIREMENTS:** State how much capital you are seeking. Discuss how those funds and prize funds will be used and what the company hopes to achieve using the funds.