Executive Summary Rubric

In order to compete in the New Venture Challenge 12 you will need to submit an executive summary by **February 14th**.

It is encouraged that you submit as soon as possible to help us better understand how we can support you and your venture. Your summary should be 1-2 pages in 12 pt font.

**Overview**
*Provide a paragraph describing the venture.*

**Problem**
*What is the problem you are trying to solve?*
*How do you know this is a problem?*

**Idea/Solution**
*What is your solution to this problem?*
*How does your solution create value for people?*

**Market Analysis/Competition**
*Who are your customers?*
*How large is the potential customer base?*
*Who are your competitors and how are you different?*

**Team Information**
*Provide a brief introduction to each of the founders on your team including skills, background and value to the company.*
*Do you plan to add members to the team to fill in any current gaps and if so what would you be looking for?*

**Business Model**
*How will you make money?*
*How will you fund your venture?*
Implementation Plan (Milestones)
What is your plan to build out your service or product?
What has your team already achieved?
What are the milestones you plan to reach in the next 3 months? 6 months? A year?

Expected Challenges
What do you think will be the obstacles and challenges you will face in the next few months?
What is the biggest technical challenge?
What are some possible failure points and how do you plan to address them?