



Executive Summary Guidelines

Deadline: Refer to Competition Overview and Guidelines for specific deadline dates.

Instructions

Executive Summary document requirements include:

- No more than 2 single-spaced pages (only the first 2 pages will be read)
- Arial, 11-pt font to be used throughout the entire document
- Save and submit as a PDF

As a guide for your Executive Summary, please address as many of the following points as possible—to the best of your ability—to showcase the viability of your venture. Once completed, upload your 2-page Executive Summary as a PDF to ucdavis.StartupTree.co by the deadline above.

A. Opportunity

- Problem your venture addresses
- Economic opportunity in solving that problem
- Customer who would pay for, use, and/or benefit from your solution

B. Product/Service

- Clear value proposition(s) of your venture to customers
- Sustainable, defensible sources of competitive advantage
- Roadmap to a proper market-fit

C. Financials/Funding

- Financial projections based on clear and reasonable assumptions
- Understanding of key cost drivers, revenue streams
- Unit economics and margins

D. Implementation

- Defined vision and growth objectives
- Understanding of your go-to-market strategy
- Team has a clear execution plan and is prepared to address potential risks

E. Team

- Core team values that support the business endeavor
- Quality of management team
- Relevant and diverse domain and industry experience, business track record, education, access to resources