

### Executive Summary for Mini and Full-Scale R&D Projects

This document serves as a general guideline for companies to prepare the Executive Summary for R&D Projects. The Executive Summary is to be kept within 3 to 4 pages.

#### A. Companies' Background

1. Provide the following information about each participating company:
  - a. Company Registered Name
  - b. Year Established
  - c. Number of Employees in home country and overseas
  - d. Revenue of Previous Financial Year
  - e. Principal Business Activities
2. Describe the R&D resources that each company possesses, its present/past R&D projects and its R&D successes.
3. Elaborate on the commercialization capability of each company. Share the past successes of the company in commercializing the existing products. Provide names of existing clienteles, if any.
4. Describe how the company will finance the project expenditure.

#### B. Proposed Project

1. Provide a description of the proposed product, its functions and features and the way it works. What problems does the proposed product solve?
2. List the competitive advantages and novelty of the proposed product as compared to other competing products and/or solutions.

#### C. Collaborative Relationship

1. Describe the anticipated role of each company in the project and clarify the synergy.
2. Estimate the total project duration, total project expenses and number of participating R&D engineers. Estimate also the split of the project expenses between the two companies.

#### D. Business Model / Commercial Potential

1. Describe the target market(s) of the proposed product and the corresponding market size of the target market(s). Elaborate the reasons why the target market(s) would be interested in the proposed product.
2. Describe briefly the commercialization plan of the proposed product.
3. Using the table template below, provide a comparison of the proposed product to the competitors' products in terms of performance (functions, features etc.) and price.

Competitors	Country	Name of Product	Price (US\$)	Market Share (%)	Strength/Weakness