

# **CMU SUMMIT - New Venture Competition**

## **Executive Summary Template**

An executive summary should be a brief statement of up to 2 pages. You may want to answer the following questions to provide competition judges a general description about your team and product. You are encouraged to elaborate on the brief summary.

### **TALENT**

- ✓ Who are your key members with respect to leadership, education, background and work experience?
- ✓ What is your entrepreneurial potential (skills, motivation and passion) for transforming your product into a viable business in the near future?

### **PRODUCT**

- ✓ What is the problem?
- ✓ What is your solution?
- ✓ How do you describe your product, in terms of Strengths, Weaknesses, Opportunities and Threats Analysis?
- ✓ What is your target market, and how could your product benefit international community?

### **BUSINESS**

- ✓ How do you plan to generate revenue?
- ✓ What kind of monetary resources or technical support do you currently have or seek?

