



Executive Summary Requirements

- Due by May 30th, 11:59pm (local time for the regional competition you enter)
- ≤ three pages in length (plus two optional supporting materials pages)
- Single spaced, 11 pt font, with 1” margins
- PDF format (preferred) or Microsoft Word®

The Executive Summary should include the following headings and address the questions listed. We strongly encourage that teams use this template to write their executive summaries, covering all items, if applicable. Please be as concise and clear as possible.

Team Name:
Team Leader’s Name:
Team Leader’s E-mail:
Team Leader’s Phone Number:

1. The Opportunity [Opening statement, or, “The Elevator Pitch”]

- Please write a concise description of your venture opportunity, including what you’re doing, for whom you’re doing it, and why it’s an exciting investment prospect. This paragraph should make a compelling statement to prospective investors so they wish to learn more. Please note that this section may be shared publicly.

2) The Target Market [Should anybody be doing this—What’s the pain, *whose* pain is it, and how much will *they* pay to address it?]

- Problem: What is the pain (quantitative and qualitative)?
 - Customers: What is the market size? How much of this market can you address? Is it an emerging market – what is that expected growth in the next five years? Describe current market trends which support the introduction of your product/solution. Who specifically are your customers?
 - Competition: How are established companies and other startups trying to address this customer pain? Are there any emerging competitive alternatives?
 - Regulatory: Describe any government regulations – existing or pending—that may enable, enhance or jeopardize your opportunity.



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3) The Team [Who are the key players that will make this happen?]

- Key Team Members: Who is on your team? Describe roles and key experience/expertise and education for each. What is their level of commitment currently, and what would enable them to join the venture full-time (if applicable)?
- Team Needs: Is your team complete? [Note: It is acceptable not to have a fully assembled team at this point.] Please describe any critical team needs.

4) The Product/Solution [What is your approach to solving the problem or creating opportunity?]

- The Offering: Describe exactly what it is you are going to do or sell and how it fits into the overall value chain. Include basic description of features.
- Value Proposition: Describe how your offering solves the pain and the significant sustainability benefits of your product/solution. Describe why someone will pay a premium (if applicable)
- Competitive Advantage: How is your product differentiated from existing & emerging solutions. Describe key differentiating technologies and how they will be barriers to competition—i.e., intellectual property protected by patents, copyrights, trade secrets, license, source code etc.
- Customer validation: Have you already presented your solution to a potential customer? What was their reaction?

5) Go-to-Market Strategy (Feasibility) [How will your product/solution get to the customer?]

- Development Status: What are the milestones that you need to achieve in order to enter the market with your solution (e.g., technology development, prototype, pilot implementation, etc.)?
- Strategic Partners: Does your venture require outside infrastructure, strategic partnerships, or any similar dependencies? How are you planning on securing these? Does your team own or have access to the intellectual property of the product or technology proposed for the venture?
- Distribution: How will you sell to the customer—direct, channel partners, distributors, etc.?

6) Sustainability [How will your company have a net positive environmental impact?]

- Product: Why and how much will your products or services make a net positive environmental and social impact?
- Process: How will the method by which your product or service is created be beneficial to environment and society? What are some of the problematic environmental issues in operations that you foresee?
- Pitch: Who are the main stakeholders that you are interested in understanding how your company is sustainable?



7) Financials and Funding Required [How big is the opportunity financially, and how much funding do you need?]

- Key Drivers: What are the major assumptions that drive your revenue?—e.g.:
 - unit price
 - volume
 - market size,
 and other factors such as: price premium/discount, license/royalties, low cost of goods, contractual relationships with customers/vendors, etc.?
- 5 Year Financial Summary: (see example below)

	2008	2009	2010	2011	2012
Tot Revenue (\$000s)					
GM %					
EBITDA*					
Headcount					

**EBITDA: earnings before interest, taxes, depreciation, and amortization*

Funding: How much funding have you already received for your venture, if any? Where did it come from (e.g., friends/family, angel, bank loan, etc.), and what milestone(s) (e.g., patent filing, prototype, 1st sale, etc.) has it enabled you to achieve?

Needs: How much funding are you planning to raise & what milestone will it enable you to achieve? How will the money be spent? What is your total required funding until you reach profitability?

Exit Strategy: How will investors get their return—i.e., for angels & VC’s, what exit option is most likely for your venture (acquisition, IPO, etc.)? Any comparable companies that serve as a benchmark?

OPTIONAL SUPPORTING MATERIALS: You may attach up to two pages of additional material of your own choice.

For example press clippings, product data or photographs, technical information, technical diagrams, field test results, third party technical endorsements or validations, customer survey results, etc. These materials will be used by the judges to gain a more complete picture of your company, technology and team. This information is not required and not all judges may necessarily review.

Additional materials must be included in the document uploaded - either pasted into Word or added into the PDF file.