



# BREW 11

## HIGH STAKES PITCH COMPETITION

### Executive Summary Guidelines

*Your executive summary should be two pages, and should include the following information:*

**Company summary is a concise view of your company.**

- > In one to two sentences, describe the problem your company is addressing, your company's solution, product or offering. Describe the potential customers.

**Problem analysis describes the 'burning problem' your company is solving in the market.**

- > Explain who the potential customers are and what problem you are solving. Include any validation that this is a problem that customers care about.

**Solution is all about the product: market fit.**

- > Describe how your company will solve the stated problem. Who is the audience that's most likely to care about this solution and what is the business model that will get those customers to pay? Describe any customer/market validation (i.e., what evidence do you have that customers will pay for this solution?).

**Product or service concisely describes the status of your solution. This section can be combined with the "Solution" section.**

- > Describe current state of development of the product or service and any technology validation to-date (i.e., what evidence do you have that the technology works).

**Target market analysis demonstrates the potential for scale and the pathway to get there.**

- > Describe the target market, the market size, targeted segments and potential market share. Describe relevant trends.

**Go-to-Market strategy demonstrates the business has a customer pipeline and a method for tapping it.**

- > Explain how the company acquires customers and generates revenue. What specific target market will you start with, and how will you grow. What are your assumptions for the cost of customer acquisition and lifetime customer value?

**Intellectual property is an advantage. Tell us about it.**

- > If applicable, provide a status of patents, licenses, or other intellectual property.

**Competitive differentiation shows why customers will choose you.**

- > Explain the competition (and substitutes) and illustrate what makes this startup better than competitive alternatives.

**Company founders, management team / advisory team are the people who will get this plan done, and their bios are evidence the team can execute the business plan at least in the near term.**

- > Include brief bios of the founder(s) (and advisers if applicable), to show how this team has the expertise to successfully launch this startup (including relevant experience). This can be attached as an addendum in addition to your two page executive summary.

**Financials illustrate key assumptions and milestones that will be accomplished with funding, and communicate a clear path forward.**

- > Provide a 3-5 year projection of revenue, profit and cash flow in table format.

**Amount of investment you are seeking and use of funds demonstrates you know what you will do with the investment, and what it will help you accomplish.**

