

# 2018 DRAPER APPLICATION EXECUTIVE SUMMARY TEMPLATE

0.5 inch margins | 10pt font | 2 Pages

**\*\*DO NOT INCLUDE THE NAME OF YOUR SCHOOL IN YOUR SUMMARY**

## **Venture Name and Tweet-Length description**

*This will be used for publicity purposes. No other information contained in this executive summary will be viewed beyond the selection committee and judges.*

## **Provide a brief overview of your venture.**

*What is the story behind your venture? What are your founding principles?*

## **Tell us about the problem you are solving.**

*Why is it a problem and how big of a problem is it? Convince us that you are solving a "migraine" (i.e., that this something people want to solve and that many people want solved).*

## **Tell us about the customers who have this problem and how you'll reach them.**

*How many people have the problem you are solving? What percentage of that market do you realistically plan to capture? What is the primary marketing channel you'll use to reach those customers?*

## **Tell us about the unmet need of these customers.**

*Are the people with this problem satisfied with the solutions already available? Have they tried other solutions and found them lacking? Given a choice between your solution and doing nothing, what will these people choose?*

## **Tell us about your solution.**

*How does it work? What are the benefits to the people who will use it (i.e., don't tell us about the features of your fertilizer, tell us about the benefits to the homeowner's lawn)? Have a picture? Include it!*

## **Tell us about your competitors.**

*What is the secret sauce that you offer that they don't.*

## **Tell us about any regulatory challenges and/or patent concerns, if any.**

*If these do not apply to your idea, please omit.*

## **Provide us with summary financial information.**

*What are your projected revenue streams and start up costs? What might be your net income (revenue-costs), profit margins for the next year? Two years? Five? Provide us with as complete a snapshot of your start-up phase as possible.*

## **Tell us about milestones for your venture.**

*What milestones have you already reached? What milestones do you plan to reach in the next six months? Year? Two years?*

## **Tell us about you and your team.**

*Why are you and your team the right ones to launch this venture? Remember, you may not include any information about your school.*

## **Tell us how you anticipate using the \$10,000 if you win.**