

Executive Summary Deadline and Format Deadline:

November 7, 2016 at 12:00 PM. Email to iveybpc@gmail.com. Confirmation email will be sent to team's main contact.

- Maximum Length: 2 pages maximum of text and appendices
- Preferably Adobe PDF format (we will accept Microsoft Word documents)
- Typed, 12 point font, 1½ inch line spacing
- 1-1-1-1" margins

Executive Summary Clear, exciting and effective as a stand-alone overview of the plan

Company Overview Business purpose, history, genesis of concept, current status, overall strategy and objectives

Products or Services Description, features and benefits, pricing, current stage of development, proprietary position

Market and Marketing Strategy Description of market, competitive analysis, needs identification, market acceptance, unique capabilities, sales/promotion

Operations Plan for production / delivery of product or services, product cost, margins, operating complexity, resources required

Management Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure, role of any non-student executive, which students will execute plan

Summary Financials Presented in summary form and are easy to read and understand. Consistent with plan and effective in capturing financial performance; Monthly for year 1, Quarterly for years 2-3, annually for years 4-5

Viability Market opportunity, distinctive competence, management capability, financial understanding