

**Executive Summary Deadline and Format Deadline:**

November 9, 2018 at 12:00 PM. Email to iveybbc@gmail.com or iveyentre@ivey.ca. 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