

Executive Summary Deadline and Format Deadline:

November 8, 2019 at 12:00 PM. Email to iveybps@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