



Sample 2009 Cornell Venture Challenge Executive Summary:

GUIDELINES

- This entry form is a sample of an executive summary.
- The executive summary is for BR Ventures to get a summary description of your business idea. While this form is the basis for our evaluation for the Cornell Venture Challenge, we encourage you to send a separate business plan if available to BR Ventures for our independent investment consideration.
- Some sections may not be applicable to your idea/business at this stage. You do not need to complete those sections.
- Do not exceed 3 pages write-up.
- Submission Deadline: **February 20th**, 2009 at 11:59pm (EST).



Fostering Entrepreneurship

Leveraging Human Capital

Creating Financial Solutions

Business Idea Summary: (fewer than 50 words and suitable for public disclosure)

Business Idea:

- Description (may include diagram/schematic as an exhibit)
- Stage of development (concept, patented, operating company, etc.)

Explain the Product/Service Offering:

- What is the pricing strategy?
- Distribution of product/service?
- Where manufactured? (if applicable)

Market:

- Target Market
- Market Size

Competition:

- Key Competitors

Financial Information:

- Financial History – Any funds been raised to date?
- Revenue Source - How will/does the idea make money?
- Financial Projections

Envisioned Exit Strategy:

- Sale, Initial Public Offering, etc. (if applicable)

Management Team:

- Who is on your team?
- What is their background?
- Board of Directors/Advisors? (if applicable)