

NATIONAL INSTITUTE OF INDUSTRIAL
ENGINEERING, MUMBAI



Empresario

...Celebrating the Spirit of Entrepreneurship

Presents

Navkriti'10

...A Springboard for Start-ups

Empresario' 2010

EXECUTIVE SUMMARY FORMAT

Please follow the below guidelines to prepare the Executive summary format and VC Presentation. Do remember that these are just guidelines to help you frame well, however if your business doesn't fit into the format, you are allowed to deviate.

Name of business:

Date of establishment:

Type of business: Partnership Firm/Private limited company/others (specify)

Participants association with business:

Name	Relationship (Partner, employee, etc)	Responsibility	Associated since	Remarks

Please prepare an executive summary in the following format:

- The executive summary shouldn't be more than 8 pages in all
- Please keep the details in bulleted form and to the point.

1. BUSINESS OVERVIEW:

- a. Company Overview
- b. Products and Services
- c. Goals and Objectives
- d. Ownership
- e. Team profile – both management and employee
- f. Capital – total capital and source of initial capital
- g. Unique features or proprietary aspects of products or services
- h. Research and Development (if any)
- i. Edge over competitors

2. PERFORMANCE METRICS

- a. Strategies Employed
- b. Goals accomplished
- c. Financial Metrics
 - i. Investment, turnover, Return on investment.
 - ii. Infrastructure established
 - iii. Costs breakup
- d. Employee strength (if applicable)
- e. Brands Built (if any)
- f. Customer satisfaction level and loyalty level and/or service level (if applicable)

3. ROAD AHEAD

- a. Growth and scalability
- b. Future plans
- c. Risk Mitigation plan
- d. Exit strategy
- e. VC Pitch – (your offer to VC, how much you need, what can you offer)

4. APPENDIX

(Please enclose details of those applicable; supporting documents need to be submitted before the second stage.)

- a. Bank account details - Account no's, bank and branch
- b. Sales tax no/PAN/TAN
- c. Intellectual properties - details of trademarks, copyrights and patents
- d. Licenses/ certifications obtained
- e. Details of Auditors of Accounts
- f. Awards / recognitions achieved

FORMAT FOR PRESENTATION

This presentation will be sent to VC's, so please follow the structure guidelines for the content to be included in presentation.

1. Business Description:

- What is the need you are trying to satisfy - list the current pain points
- List the solution or your proposed product features to solve the pain points
- What is unique about your business?
- Why will your model do better than the competition (if there is any).

2. Market Analysis:

- How big is the market? Justify the market size.
- How big the organized sector.
- How big is the unorganized sector?

3. Two Years of Financials clearly stating:

- Revenues
- Expenses (including Fixed Expenses and Variable Expenses)
- When will you start expecting profits from your business?

4. Use of Funds:

- How much money do you need?
- Where will be the money be used- list the main items that need investment

5. Competition Analysis:

- Who is the biggest player?
- List the competitors, and compare their strengths and weaknesses

6. Competitive advantage:

- What is unique about your business?
- Why will your model do better than the competition (if there is any)

7. Team introduction

- Team profile and why you think you are qualified to run this business?