



Premio "Start Cup Milano Lombardia"

VIII Edition - 2010

COMPULSORY FORMAT OF THE EXECUTIVE SUMMARY

Each team has to enclose to its business plan an executive summary. It has to be no more than 4 pages long, including these fundamental elements:

- The consumers' needs that a company can satisfy with its products/services.
- Preliminary remarks (history) and level of development of the idea and in detail of the products/services (possible proof of acceptance by the customers or positive feedback from experts)
- The market/segments to which it aims and its goals.
- Competitors and competitive positioning in the market (advantages).
- The entrepreneurial/managing team and the background experience.
- The operative and organizing key aspects (technical, productive, financial and related to the marketing).
- The risks and the protections (legal/managerial...)
- The main goals you want to achieve time to time and the bounds (managing, financial resources)
- The synthesis of the economic results and of the financial status and the balance sheet (basic case, possibly more favourable and less favourable).