



# Spring 2019 Business Concept Competition

-The Road to the Future Four & More-



## Executive Summary Guidelines

To help you prepare, we strongly encourage you to participate in Startup Weekend Arcata (March 8 – 10).

Also, familiarize yourself with the Business Model Canvas since much of what we require for your Executive Summary is based off of the Business Model Canvas.

Please include the following in your Executive Summary (2 pages or less):

1. **Problem** you are solving, **pain** you are reducing, and your **solution to reducing the pain**
2. **Product/service description**
  - You may insert a blueprint or a picture of your product/service
  - Key functions, etc.
  - Why is it special?
3. Your **Unique Selling Proposition (USP)/Competitive Advantage?**

You need to provide a compelling argument for your USP/competitive advantage by:

- Clearly stating your competitive advantage
  - Describing your **competition** and why you are **different**
  - Discussing your **target market(s)**
    - Describe your market(s) using demographics, psychographics, and behavior
    - It is best if you can show by primary marketing research your market(s) is/are interested in your product/service
    - You need to make a compelling argument that there are market(s) who will find your product/service relevant and choose your product/service over the competition
4. Discuss your **business model** -- meaning how you will make your **money**. What is/are your revenue stream(s)? Showing financial viability is important. **Why can you SCALE?** Be convincing. Why will you make a lot of money? Be convincing.
  5. **Why will you be successful?** Who is on your team (if applicable)? What industry knowledge do you have? Etc.?
  6. **Key technology** (if applicable)
  7. **Social and/or environmental sustainability** (if applicable)
  8. **Any other critical factors** of your proposed product/service

Please provide a **cover page** with your business name, your name(s), and contact(s) information (email and phone). Make it professional and reflect your business.

Please submit your Business Concept Executive Summary by **Tuesday, March 12, 2019 at 12 PM (Noon)** to Dr. Nancy Vizenor by email ([ncv2@humboldt.edu](mailto:ncv2@humboldt.edu))