

Innovation Pointe

Executive Summary Components

The following questions need to be answered and provided to Innovation Pointe with the Application for Space for consideration. It is important that the summary be limited to no more than three pages.

What we do: Provide a description of the business proposition (the range of products and services). Describe the significant problem that your business addresses.

How we do it - What makes us **Unique**: Describe the key differentiating factors of your business that will allow you to gain, sustain, and grow a market position (what's your unfair advantage).

How we make money: Describe the revenue model for the business. Provide details of the primary revenue source and mention others if appropriate.

Who we do it for: Describe the market, the purchase decision makers in the market, the sales and distribution channel(s), and the sales cycle. Insure that the information is specific to your business opportunity versus generalization of the industry.

What are the competing solutions? Describe the alternative products and suppliers that offer your customers a solution. Describe how your solution is superior to the competition.

When can we expect to be successful? Describe the major milestones and challenges for developing the business.

Who we are and our strategic partnerships: Describe the principle participants in the business and the positions that need to be filled. Also describe any strategic relationships with partners or customers who will cooperate with you in the early stage of the business. If you have not developed any partnerships, describe who you will pursue and why.

What we need to be successful: Describe what you feel is needed to meet the business objectives.