

IDEAS TRACK: EXECUTIVE SUMMARY INSTRUCTIONS

Formatting Requirements:

- The executive summary must be no more than 3 pages in length, double spaced, narrow margins.
- The required font typeface is Times New Roman at a font size of 12 pt.
- The header must include the team/product name and the names of all team members who are competing.
- Include page numbers at the bottom right corner.
- Up to three additional pages of appendices containing slides, graphs or tables are allowed and they should be referenced in the body of the Executive Summary.
- The file must be saved as a .pdf using the following convention:
TeamName_I2S_2017.pdf

Content:

- Teams must address each of the sections below. Please label each section with the appropriate Roman numeral and heading to ensure consistency across entries. Please note that 10% of the points are awarded for professionalism in writing and presentation, so adhere strictly to the guidelines above.
- Refer frequently to the Judging Criteria for the Ideas Track (see website) for suggestions on how to increase your score on each section.

Sections of the Executive Summary:

I. Overview

At the beginning of the document, include a one-paragraph summary of your project and introduce your team. The purpose of the overview is to provide the reader with a snapshot of your project. If somebody had just one minute to read your executive summary, they should be able to read this paragraph and understand the basics of the problem and the recommended solution.

II. Problem:

- Clearly describe the social or environmental problem that will be addressed.
- Show why it is an important issue (use quantitative and/or qualitative data and if possible conduct some interviews with potential costumers/users to learn more about the issue).
- Formulate your thesis: who your costumer would be, what is the product/service you would offer them, and why they would consider using (or buying, or funding) your product/service. If you operate in a double sided marketplace (where the end user is not necessarily the one paying for your product/service) you may have two theses: one for the user and one for the buyer/funder.

III. Solution:

- Explain in detail how your product or service works to alleviate/solve the Problem described in the previous section.
- Demonstrate your knowledge of current solutions (do your market research and list what other products services out there deal with the same problem).
- Show how your solution can create value above and beyond this competition.
- Recognize the possible unintended consequences of your solution.

IV. Implementation:

- Articulate a plan for moving your idea forward including: goals, timeline, and key milestones.
- Show basic financial calculations that will guide your funding requirements.
- List possible sources of funding you would pursue.
- Discuss what type of organization (for profit, nonprofit, B Corp, etc.) you envision creating to deliver the solution you are proposing.
- Discuss what quantitative or qualitative metrics you would have in place to measure the social/environmental impact you are creating.
- Mention how winning a prize would advance your project (what would you use the money for)?