



## Executive Summary Guidelines

**Deliverable:** Executive Summary uploaded to YouNoodle.com  
**Deadline:** Refer to Competition Overview and Guidelines for specific deadline dates.

### Instructions

Executive Summary document requirements include:

- No more than 2 single-spaced pages (only the first 2 pages will be read)
- Arial, 11-pt font to be used throughout the entire document
- Save and submit as a PDF

As a guide for your Executive Summary, please attempt to address as many of the following points as possible – to the best of your ability – to showcase the viability of your venture. Once completed, upload your 2-page Executive Summary as a PDF to the YouNoodle.com platform by the deadline above.

### A. Opportunity

- Problem your venture addresses
- Economic opportunity in solving that problem
- Customer who would pay for, use, and/or benefit from your solution

### B. Product/Service

- Clear value proposition(s) of your venture to customers
- Sustainable, defensible sources of competitive advantage
- Roadmap to a proper market-fit

### C. Financials/Funding

- Financial projections based on clear and reasonable assumptions
- Understanding of key cost drivers, revenue streams
- Unit economics and margins

### D. Implementation

- Defined vision and growth objectives
- Understanding of your go-to-market strategy
- Team has a clear execution plan and is prepared to address potential risks

### E. Team

- Core team values that support the business endeavor
- Quality of management team

- Relevant and diverse domain and industry experience, business track record, education, access to resources