**TEAM PRESENTATION – DRAFT EXECUTIVE SUMMARY GUIDELINES**

* + Business definition (A Snapshot of Your Business)
		- What is your offering and the problem(s) it solves (benefits)
		- Culture or mission of your business where relevant
		- How you plan to make money
		- How you will create or produce your product or service
	+ Target market
		- Market segment you plan to focus on and why, if you have time to decide on a beachhead market use that
	+ Key marketing strategy
		- Some ideas of how you plan to get customers (i.e. viral marketing, sales team, web site)
		- High level discussion of the competition, list should be comprehensive
	+ Goals/ Vision

* + Team and roles in the team

* + How you plan to finance the business