**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