The NYU Reynolds Changemaker Challenge (CmC)

Executive Summary Guidelines

In order to participate in the CmC, each team must draft an executive summary and submit it no later than 11:59pm EST on October 17, 2013. Follow the guidelines below to ensure eligibility. E-mail reynolds.changemaker@nyu.edu with any questions.

The executive summary is a vital part of your business plan. It’s your venture’s first impression, so make the story compelling! Focus on key points and be clear, concise and relevant. The goal is to ensure the reader understands the venture and is eager to learn more.

1. Structure

Section 1 — Cover (one page)

- The cover page must include the name of your venture and the following for each team member: (a) first and last name, (b) e-mail address, (c) NYU school, (d) class status (i.e. freshman, sophomore) and (e) net ID.

Section 2 — The Executive Summary (one-two pages, single-spaced)

In paragraph form, your executive summary should include the following:

- The Issue: Describe the issue(s) your venture is addressing. Be specific. For example, if you are addressing “global warming,” explain the particular aspect of global warming you are addressing. Consider who is affected by the issue, how that population is affected and why addressing this issue is important.

- The Idea: Explain your venture idea. Incorporate answers to the questions below in any order you see fit.
  - What is your solution and strategy?
  - Who is your target market?
  - How will your venture operate? (How will you execute your solution?)
  - What resources will you tap into? (Who can help and how will you reach them?)
  - What is your competitive advantage? (Why is your venture better/different than alternatives?)
  - What impact do you envision your venture will have and how will you measure that impact?
  - How will ensure that your venture will be sustainable (long-lasting) and scalable (able to grow)?
  - What are your key costs?
  - How do you plan to use any awarded capital? (Note: Any awarded funding from NYU Reynolds must be spent within one year of receiving it.)

Section 3 — Team Bios (one-two pages, single-spaced)

- Provide a brief bio of each team member. Each bio should contain a few sentences describing the team member’s background, passion and why he/she is qualified to launch the venture.

2. Format

- Use 12-point (Times New Roman) font for sections 2 and 3.
- Include the name of your venture in the top left header and the page number in the lower right footer of each page.
- Submit as a .doc or .pdf file.

3. Submission

- E-mail your executive summary to reynolds.changemaker@nyu.edu with the subject CmC Executive Summary_[Your Venture Name] no later than 11:59pm EST on October 17, 2013.

4. Next Steps

- All teams that submit a valid executive summary will be notified via e-mail and invited to create an in-depth business plan. A business plan template and submission information will be provided upon notification.