Changemaker Challenge (CmC)

Executive Summary Submission Guidelines

In order to participate in the CmC, each team must draft an executive summary and submit it by 11:59pm EST on Sunday, October 1, 2017 to socialentrepreneurship@nyu.edu. Follow the guidelines below to ensure eligibility.

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

1. Structure and Content

   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) expected year of graduation, 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 and be specific. For instance, go further than saying you are addressing “education” and explain what aspect of the issue your venture is confronting. You could be addressing high dropout rates, book deserts, lack of access to arts education, unequal access to test prep, etc. Consider who is affected by the issue, how that population is affected and why addressing this part of the issue will make a difference.
   - The Idea: Explain your venture idea. Be sure that you are addressing all of the questions below.
     - What is your solution and strategy?
     - Who is your target market?
     - How will your venture operate? (How will you execute your solution?)
     - What resources do you have access to? (Who can help, and how will you reach them?)
     - What is your competitive advantage? (Why is your venture better/different than alternatives?)
     - What impact will your venture have and how will you measure that impact to know you are successful?
     - How will you ensure that your venture will be sustainable (long-lasting) and scalable (able to grow)?
     - What are your key costs and how do you plan to use any awarded capital? (Note: Any awarded funding from the NYU Social Entrepreneurship Program must be spent within one year of receiving it.)

   Section 3 – Team Bios (one-two pages total, 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 font.
   - 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 Word document or PDF file.

3. Submission
   E-mail your executive summary to socialentrepreneurship@nyu.edu with the subject CmC Executive Summary_Your Venture Name no later than 11:59pm EST on Sunday, October 1, 2017.

4. Next Steps
   All teams that submit a valid and strong executive summary will be notified via e-mail and invited to create an in-depth business plan. If eligible, you will receive a business plan template with notification.