



Executive Summary Idea Fuel

Questions your executive summary should answer:

- What problem are you solving?
- What is your business proposition for solving the problem?
- Who are your customers?
- Who are your competitors?
- Why are you the management team to build this business?
- How viable is your business?
- How do you make money?

504ward's guidelines for executive summary:

- Venture/company summary
- Customer/market analysis
- Product or service description
- How the product or service retains the 23-35 year old demographic in New Orleans
- Competitive advantage
- Management team and/or advisors, including bios and/or resumes
- Budget and relevant financial highlights
- Current status of the business idea

Requirements of 504ward business competition entrants:

- Demonstrate Viability:
 - Ability to open and/or become operational within twelve months of grant award
 - Financially sustainable within 2 years
 - An executive team with the skills and experience to execute the plan
- Demonstrate Impact
 - Identified a need for the product or service in the New Orleans region
 - Will help the New Orleans region retain the 23 - 34 year old demographic
 - Venture, product or service can make a long-term impact in New Orleans, as demonstrated by applicant's commitment to the Greater New Orleans region, sustainability of idea, etc.