



Global Social Entrepreneurship Competition (GSEC)

GSEC Executive Summary Format

The executive summary submitted with your team's online application may be up to 5 pages. However, if your team is selected to compete in GSEC, your executive summary should be approximately 1-2 pages when it is part of your complete business plan.

I. Business Overview

- Company description and business model
- Value proposition- financial
- Value proposition- social or environmental
- Vision
- Current status

II. The Market Opportunity (the problem, the pain)

- Why is this such a great idea? Describe the pain, define the problem
- Competitive analysis (analysis of the current competition and assessment of why the pain or problem is not being solved by them)

III. Market Solution

- Product(s) or service(s)
- How you will remove the pain, solve the problem
- Unfair competitive advantages, Ability to create barriers to entry

IV. The Market

- Identification of Customer(s)
- Industry analysis and forecast (Comparative Analysis - for example see EDGAR on the web www.sec.gov/edgar.shtml. Find a company in a similar space or with similar model and compare their growth rate, etc. to yours.)

V. Management Team

- Founders and key management
- Industry experience, Education
- Board of advisors (Critical to the assessment of the overall viability - Can augment team experience if needed)
- Optional: Board of directors (3 required by law, usually not until first round of institutional funding in place)

VI. Financial and Social Impact Summary



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- Narrative overview of financial summary
- Outline overall financial model with basic projections
- Discuss assumptions and capital requirements
- Narrative overview of social / environmental impact summary
- Framework by which you are assessing your impact (see examples elsewhere on the Competition website)
- Basic projections; Discuss assumptions and outcome measurements