

CHECKLIST OF A CONCEPT SUMMARY

Overview: A concept summary presents all relevant information regarding a business venture. The concept summary should include the sections listed below and address the information noted within each section as appropriate for business concept.

I. Company Overview

Nature of business, form of organization, company's strategy, goals/objectives, and competitive advantages

II. Product/Service Overview

Description of the product and/or service and the need or problem solved for customers

III. Market Opportunity

Relevant information about industry and market/segment, company's target customer, the size of market and trends

IV. Competition Overview

Competitor information and competition risk

V. Key Marketing /Selling Approach

Advertising, promotion, and sales methods

VI. Product/Service Creation and Delivery

Product and/or service creation and delivery, distribution methods, and customer service

VII. Key Management Team Members

Key people involved in the company, specific positions, and relevant qualification

VIII. Financial Overview

Realistic and reasonable projections, and income and cash flow statement