



Entrepreneurs **Fund**
GROW IN GOOD COMPANY

Executive Summary checklist

Use this 8-point checklist to make sure the 2-page Executive Summary you send us addresses the questions we need answered to start any discussion. Thank you.

- 1. Idea** Your core idea obviously needs to be new and different. Please describe this in simple terms. Include details such as how defensible the idea is, how large the opportunity etc.

- 2. Business model** How are you going to monetise your core idea? Include validation and/or credible comparisons.

- 3. Team** Who are the team behind the idea? What skills and experiences do they bring? What do they NOT bring? Are they capable of executing the plan? Why do you believe we can work with the team?

- 4. Reality check** What are the main assumptions that underpin your plan? Why do you believe them to be realistic?

- 5. Expectations** We are hands on. What does the team expect/want from us?

- 6. Risks** Have you accurately identified any possible risks? Consider technology, market, execution, funding, regulation. Do you have contingency plans to mitigate any of these risks?

- 7. Valuation/return analysis** How have you valued your opportunity? Is it in line with a realistic view of the potential and the risks you have identified above?

- 8. References** Do you have any established/respected individuals, companies or organisations who endorse your opportunity?

When preparing your Executive summary, remember the words of Winston Churchill: "I am sorry this letter is so long but I didn't have time to write a short one."

