

EXECUTIVE SUMMARY

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)

- Why do you think it's a great idea? Describe and define the problem
- Competitive analysis (analysis of the current competition and assessment of why the problem is not being solved by them)

III. Market Solution

- Product(s), Program(s), or Service(s)
- How you will 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)

VI. Financial and Social Impact Summary

- Narrative overview of financial summary
- Outline overall financial model with basic projections
- Discuss assumptions and capital requirements
- Basic projections; Discuss assumptions and outcome measurements

Formatting Tips

- ❖ Font : Times New Roman, Size -12
- ❖ Line spacing : 1.5 lines

Executive summary (not more than three pages) should reach by mail to refulgence.bits@gmail.com latest by March 1, 2009 .