

The following outline is for the Transcend Madison 2019 Executive Summary/Business Brief. Below you will find guidelines for the formatting and some suggested content. This document will not provide any guidelines for the layout as each submission can require different layouts to maximize content and optimize the flow of the summary for each team. Please email [transcenduw@gmail.com](mailto:transcenduw@gmail.com) for any questions regarding this outline.

Formatting:

- Font: Times New Roman 12 point
- Margins: Standard Margins (0.5-1.0 inch)
- Spacing: Single Space
- Maximum Length: 1 Page

Suggested Content:

- Business Opportunity: What is the need/opportunity for your business/innovation and how will you be taking advantage of it?
- Product Description: What is your product/innovation?
- Business Model: Describe your business model in moderate detail
- Target Market: Who is your market and how will you plan on reaching them?
- Competition: Describe the competition you face and your competitive advantage over them to get your market share
- Finances: What financing requirements do you have?
- Your team: introduce your management and ownership

**\*Please note that this outline, and the Executive Summary/Business Brief component of the competition, will be reviewed in detail during the Business Brief Workshop\***