



NETWORK KANSAS YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

Executive Summary Guidelines (Example)

These guidelines are intended to show how Executive Summaries may be scored.

All submitted work must be the original work of the team members. Any submission that does not meet these requirements will be eliminated.

Format:

- No longer than three pages
- At least 10-point font
- At least .75" margins on all four sides
- Must be submitted in PDF format

Executive Summary and Presentation Judging Criteria:

Market opportunity

Sizable market need presented, with the ability & plan to capture it

Business Model

Company has a viable plan to grow a profitable business

Management Capability

Founder / team demonstrates ability to effectively grow company

Product / Service Offering

Customer focused solution with a clear value proposition

Executive Summary Open Review

- Up to 15 teams may qualify for a spot in the KEC through the selection in the Executive Summary open review. The written Executive Summary must be submitted by: March 26, 2021 and meet the Executive Summary format requirements.

Additional Resource

Small Business Administration Executive Summary Guide:

<https://www.sba.gov/starting-business/write-your-business-plan/executive-summary>