



Instructions:

Use this template to create an executive summary of your venture. This document will be used by the TEX-E Prize judges to evaluate your venture, and if you are a finalist, we will share it with potential investors and other partners. Please do not include anything confidential.

Your executive summary should be no longer than 3 pages in 11-point Calibri font. You can adjust the spacing, margins, and other formatting as you see fit, but if it looks too crowded, that will be to your detriment. Clarity and concision are your friends!

Make sure to address all the bolded headings below (other than those marked optional), but you do not need to answer every single sub-question. We've added those questions for your guidance.

Company Name

Website (if you have one) | **City, State**

Business Summary:

- Briefly describe your venture.

Customer Problem

- Briefly describe your target customer. Be as specific as possible.
- What is the key pain point faced by your customer that you will be helping to solve?
- How many potential customers have you interacted with? Who were they? What did you learn? How have you validated the pain point you're aiming to address?

Solution

- Describe important features and benefits of your product/service.
- How will it solve your customer's key pain points?
- If relevant, describe the company's intellectual property position (i.e., trademarks, patents, copyrights, trade secrets, special production skills, proprietary know-how, etc.).

Market

- How big is your market?
- How did you calculate that market size?
- How fast is the market growing?
- Are there other market trends that might affect your venture?

Business Model

- Briefly describe your business model.
- Are you making revenue right now?
- How will your venture financially sustain itself in the future?

Competitors

- How is your customer currently addressing the pain point that you aim to solve?

- *Are there other organizations that provide similar products or services?*
- *What's your competitive advantage over these alternatives?*

Team

- *List each of your team members w/ background, experience, education, etc.*
- *What is each team member's role in the venture so far?*
- *What unique skills and perspectives do they bring to your venture?*
- *How do you complement one another?*
- *What gaps do you need to fill, and how will you fill them?*
- *How is your team uniquely suited to build this venture?*
- *List advisors (if any)*

Progress

- *Describe the status of your venture.*
- *What key steps have you taken?*
- *What have been your major milestones? Have you developed a prototype?*
- *Do you have any other awards or secured funding sources? If so, please list names and amounts.*

Nest Steps

- *What are your intended key milestones for the next six months? What are the next steps to establish your organization and bring the product to market? 500 characters or fewer (with spaces).*

Ask:

- *What are you looking to gain from participating in the TEX-E Prize and the CERAWeek conference? This could be funding, strategic partners, customers, advisors, industry contacts.*

Financials (Optional)

If you have high-level financial projections for the next 3-5 years, feel free to include them here.

Financials	2024	2025	2026	2027	2028
Revenue					
Costs					
Net					