

Arab Technology Business Plan Competition

Executive Summary

Notes:

- Executive summary should not exceed 2- 3 pages, and should take only few minutes to read.
- Some of the questions apply to established companies, and other applies to companies to be formed.
- This template is provided as a recommended structure of the Executive summary, however, teams are free to adopt any structure they find suitable for their application, provided that it contains the basic elements that should exist in any Executive summary.

A. Purpose of the business plan (1-2 Paragraphs at max)

B. Main highlights (1-2 Pages at max)

General

- What type of companies you have/will have? (Product Company? Services Company? Hybrid?)
- What sectors?
- Where is it located? What are the main facilities? (Production factory? Storage facilities? Transportation fleet? Just offices?)
- How many employees does it have/will have?
- What is the company mission and what are the overall business objectives? (A short mission statement can be appropriate here.)

Corporate structure

- Is it a business start-up or expansion?
- When was it formed or will be formed?
- Who established it/will establish it and how?
- What is the legal form of the company? (Sole proprietorship? Partnership? Corporation?)
- What is the share distribution? (Mention the principal shareholders.)

Product/Services

- What are the company product lines and services?
- Is there a real need for your products and services? Do the products and services solve a current problem? Is there a real added value?
- How unique and innovative is the technology or its application?
- What is the current status of the Product Development? (Concept/Full Prototype/Deployed Product)
- What are the remaining tasks for the Product Development?
- Do you have patents? How is your IP protection?

Team

- Who is your management and technical team
- Does your team have the required business and technical background and experience?

Markets and clients

- What is your primary market? (Local? Regional? Global?)
- What is the size of the market and its growth potential?
- What is your market share? How will it develop?
- Who are your most important clients?
- Who are your main competitors?
- In 5 years, how much will be your total revenues (for the 5 years)?

Financial features

- Historical and projected key financial data such as revenues, net profit, total assets and equity.
- Main assumptions used in forecasting.

Major action plans

- Major action plans you have for the future. Important are those plans which will absorb considerable financial resources

C. Financial requirements (*Half page at max*)

- What is the total amount of funds you require?
- For which purpose? (Working capital? Purchase of new machinery? Development of new products? Refurbishment of plant and equipment?)
- When do you need the funds? (The first part, the second part, etc.?)
- Are you seeking shareholders' funds? Loans? Or a combination of both?
- Are your forecasts based on optimistic, realistic or pessimistic assumptions?
- Borrowing. What type of borrowing do you require? How and when do you plan to repay the money? What guarantees or collateral are you able to provide?
- Equity. What kind of capital stock is offered to investors? (Preference shares? Common shares? Convertible loans? Other?)
- What is the anticipated return on investment? When may investors expect it? What are the exit terms for the investors?