



DEPAUL NEW VENTURE CHALLENGE

Venture Summary Requirements

Introduction

The Venture Summary is a document that provides the framework of your business opportunity and proposed venture. It is designed to be a concise communication tool that highlights your current or future business plan. However, it should still maintain the professional approach and passionate tone that is inherent in the business plan. In addition, it may help you throughout your planning process as you formulate strategies and identify goals, overall creating a stronger business plan.

Please see below for required format and style guidelines, as well as the next page for the content of your Venture Summary.

Format & Style

- Each Venture Summary must be submitted electronically (hard copies will not be accepted).
- The summary must be between 3-5 pages, double-spaced, 10-12 point font, Arial or Times New Roman typeface, with 1" page margins (submissions that do not adhere to these requirements will not be accepted).
- All sections should be as descriptive as possible, well thought-out, and concise. You may expand on the areas you feel are most important and relevant to your business idea.
- Please remember to make sure the summary is free of misspellings and grammatical errors.

*Please email your submission to dnavc@depaul.edu
no later than 5:00pm Thursday, January 31, 2008.*

Content

The summary should include, but not be limited to, the following areas:

I. Company Overview

- a. What is the problem or need that the venture can satisfy?
- b. What is the mission and vision for the business?
- c. Who are your customers? (brief description)
- d. What are your products/services? (brief description)
- e. What are your start-up costs?
- f. What is your business model?

II. Products/Services

- a. How will your products/services fill the customer need? (brief description)
- b. What makes your products/services unique?
- c. What stage of development are your products/services in?
- d. How will your offerings evolve?

III. Marketing

- a. What market will you operate in?
- b. What are some of the market characteristics? (history, size, trends, etc.)
- c. What will be your target market?
- d. What are your sales strategies?
- e. What marketing and promotion tactics will your business engage?

IV. Finance

- a. What are your funding requirements?
- b. What will the funds be used for?
- c. What are your sales and profit projections? (If known)

V. Management Team

- a. Who are your key members? What are their qualifications and roles?
- b. Are there gaps in your management team? If so, how will that be solved?
- c. How will equity in the business be divided?

VI. Exit Strategy

- a. When, if applicable, will you exit from your business?
- b. What factors will determine the ideal setting for exiting?
- c. How will you exit? (IPO, management buyout, acquisition from competitor, etc.)