

1 The executive summary is an overview of your venture that will be provided to judges for shortlisting. The structure below reflects the judging criteria. Use it to explain your business model.

2 Once you have an outline, identify the points that best address the judging criteria*. To improve your case, include evidence of progress, feedback or support you have acquired throughout the program.

HOW TO USE THIS TOOLKIT

Follow the instructions, completing each task with your team. Use sticky notes or simply write on the sheet.

COMPLETE THE WORKSHOP CHALLENGE

When you finish, take a picture of this toolkit and upload it to your Team Page to complete the Workshop Challenge.

3 The final step is writing the summary. Write a first draft, and then ask people to read it. Have them explain it to you. Use their feedback to improve and iterate until it is clear, compelling and credible.

<p>STEP 1.</p> <h3>VALUE PROPOSITION</h3> <p>What is the problem/opportunity you are addressing?</p> <p>Which benefits will the team create by addressing this problem/opportunity?</p>	<p>STEP 2</p> <h3>KEY POINTS</h3> <p>Circle the clearest, most credible and most compelling parts from each section to include in your summary.</p>
<h3>CUSTOMER VALIDATION</h3> <p>Who is the value proposition aimed at? Who else will benefit indirectly?</p> <p>How many people have shown their support for the venture? How many have committed to payment?</p>	
<h3>THE TEAM</h3> <p>Why is the team motivated to address this problem/opportunity? What are your roles and responsibilities?</p> <p>What does the team have that make you uniquely suited to execute this venture?</p>	
<h3>THE VISION</h3> <p>Where do you see the venture in the future?</p> <p>How fast will the venture grow? Where would you like it to expand?</p>	
<h3>THE PLAN</h3> <p>How are you already working on the venture? Which resources do you already have?</p> <p>What steps will you take in the next three months to make it a reality?</p>	
<h3>THE ASK</h3> <p>How much do you need from the IACT seed pool? How will you use these resources?</p> <p>Which other avenues of funding are you seeking?</p>	

STEP 3
SUMMARISE

Write a brief overview of your venture concept. Make sure to cover all points from the structure in no more than three paragraphs.



4 STEP 4
ENGAGE

Share this summary with people and ask them which parts aren't clear, compelling or credible.

Ask them how they would explain it.

Aim for a summary that is easy for readers to remember and share.

