



1 The Executive Summary provides an overview of your business model to assist judges in shortlisting. The questions below reflect the IACT judging criteria*. Use it to explain your venture.

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

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.

1

VALUE PROPOSITION

What is the problem/opportunity you are addressing?
Which benefits will the team create by addressing this problem/opportunity?

CUSTOMER VALIDATION

Who is the value proposition aimed at?
Who else will benefit indirectly?
How many people have shown their support?
How many have committed to payment?

THE TEAM

Why is the team motivated to address this problem/opportunity?
What are each of your roles and responsibilities?
What makes you uniquely suited to execute this venture?

THE VISION

Where do you see the venture in the future?
How fast will the venture grow?
Where would you like it to expand?

THE PLAN

What is the venture's current state?
Which resources do you already have?
What steps will you take in the next three months?

THE ASK

How much do you need from the IACT seed pool?
How will you use the IACT funding?
Which other avenues of funding are you seeking?

2 KEY POINTS

Circle the clearest, most credible and most compelling parts from each section to include in your summary.

3 SUMMARISE

Write a brief overview of your venture concept. Make sure to cover all points from step 1 in no more than three paragraphs.



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.
Incorporate their input into the next version of your pitch.

