



INTAGLIO
2008-09

The IIM Calcutta International Business School Meet

**ENTREPRENEURSHIP
CELL**



Unlocking Potential. Unlocking Opportunities.

INTAGLIO 2008-09
THE IIM CALCUTTA INTERNATIONAL B-SCHOOL MEET
AND
THE ENTREPRENEURSHIP CELL, IIM CALCUTTA

PRESENT



CULTIVATING
LEADERSHIP
REDEFINING
HORIZONS

Executive Summary Guidelines

Formatting

Font Size: 12

Font: Arial/Times New Roman/Garamond

Line Spacing: minimum 1.25

Format: Word document (97-2003 format) or a PDF.

Page limit: 1 (One) **cover sheet** (Business Title, Team Member Names, etc) +
1 (One) page **team profile** including educational background, presently working /studying/ others +
3 (Three) pages **executive summary** including any tables/figures as well as the sections/questions described below:

Entries not adhering to this format would be disqualified. Entries exceeding this page limit would be disqualified.

Please include the following sections and answer the indicative questions in each section. This is the preferred structure of the entry suiting our pattern of evaluation. If you think it's limiting the expression of your ideas, you're free to add more information.

- ***The Motivation: A statement of Purpose*** - Are you really inclined to start-up? Why should one trust you?
- ***The Context: A Background*** - What is the problem or pain point that you're solving? How is it different or better than any existing solutions?
- ***The Concept: Product/Service Description*** - What exactly are you trying to sell? What is the uniqueness and innovativeness of your product/service? How will the product/service be manufactured/developed and delivered? What's the revenue generation, what are the projected cash flows?
- ***The Market: Estimated Current and Potential Market*** - Who are or will be your customers? How big is the market? Where? How would you reach them? Address some of the 4Ps. Who is your competition? What is your competitive advantage?
- ***The Risk: Potential Risks/Mitigation Plans*** - What might be the critical factors in this business? How do you propose to respond to adverse scenario in these critical areas?
- ***The People: The entrepreneur, Completeness, Commitment*** - Who's the entrepreneur? What makes your team capable of executing the plan successfully? What are the key skill sets each member brings? What is the nature of involvement of the key people?
- ***The Money: What kind of seed investment are you looking for, what kind of a deal?*** - How much money are you looking for? What funding resources are available to you? What is the money going to be spent on? What are you willing to offer in return? What are the returns? When do they come? And how does the investor get these returns?