

EXECUTIVE SUMMARY GUIDELINE CACI 2007 FastPitch

The Executive Summary should be no longer than 2 pages in length. Up to 2 pages of Exhibits (graphics, in-depth financials) will be allowed. These exhibits will only be viewed as supplementary information and should not be used to convey additional assertions not covered in the primary text.

Please submit all summaries by **April 30th** to j.stephen.pollock.2008@anderson.ucla.edu

The following is a suggested structure. Please feel free to use the 2 pages however you see fit to best explain why your company will succeed.

- 1. COMPANY OVERVIEW**
 - A. COMPANY DESCRIPTION AND BUSINESS MODEL
 - B. FINANCIAL VALUE PROPOSITION
 - C. VISION
 - D. CURRENT STATUS
- 2. TECHNOLOGY AND PRODUCT DESCRIPTION**
 - A. TECHNOLOGY OVERVIEW
 - B. PRODUCT DESCRIPTION
 - C. INTELLECTUAL PROPERTY
- 3. MARKET SIZING AND MARKETING PLAN**
 - A. MARKET OVERVIEW (TARGET AND POTENTIAL)
 - B. CUSTOMER STATUS AND TRACTION
 - C. IDENTIFY THE PROBLEM BEING SOLVED
 - D. BARRIERS TO ENTRY (NON-IP)
 - E. COMPETITIVE ANALYSIS
- 4. OPERATIONAL PLAN**
 - A. MANUFACTURING PLAN
 - B. SALES AND DISTRIBUTION MODEL
 - C. PARTNERS
- 5. MANAGEMENT AND ORGANIZATION**
 - A. TEAM MEMBERS AND BACKGROUNDS
 - B. OVERVIEW OF ADVISORS AND DIRECTORS
- 6. FINANCIAL PLAN**
 - A. FINANCIAL MODEL
 - B. HISTORICAL FINANCIALS
 - C. 3-5 YEAR FORECAST