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## NSF Executive Summary

### *Components*

- 1) Company/Team
  - a. What are the origins of the company/team?
  - b. How many current employees are there?
  - c. What is the revenue history, if any, for the past three years?
  - d. Has the team previously taken similar products/services to market?
  - e. How does the proposed research mesh with company objectives?
  
- 2) Market Opportunity
  - a. Describe the anticipated target market or market segments
  - b. Provide a brief profile of the potential customer
  - c. What customer needs will be addressed with the innovation?
  - d. What is the estimated size of the market being addressed?
  
- 3) Technology/Innovation
  - a. What is the technological innovation?
  - b. Brief explanation of how the innovation is relevant to meeting a need described in the subtopic narrative
  - c. Problem to be solved and its magnitude
  - d. Gap in knowledge that your technology will fill
  - e. What is the product?
  
- 4) Competition
  - 1) How does your product or service sit within the competitive landscape?
  - 2) What is the main competition?

REMEMBER:

NO COMPETITION = NO MARKET

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