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The leading innovation platform for commercial Earth observation applications

## 10. Writing an effective Executive Summary

### What is the purpose of an Executive Summary?

The Executive Summary is the first thing that evaluators read – it captures their interest and encourages them to read on. Your Executive Summary needs to deliver a strong pitch for your business idea. You want people to pay attention right from the start.

You need to pull out all the key points from your application. When these points are combined they should deliver a strong, clear and concise summary of the potential of your idea. A weak Executive Summary means evaluators have to work harder to find the key points you want them to understand and remember, when they have a number of applications to review, this can be challenging!

### What should you include in an Executive Summary?

You need to:

- › **Provide a Summary of your Idea.**  
Evaluators need to understand your solution and the challenge or gap in the market you are addressing.
- › **Connect to the Challenge.**  
In this competition, evaluators need to understand how your solution fits with their Challenge theme.
- › **Explain who you are.**  
Add a brief line on whether you are a start-up, an entrepreneur, or an academic team.
- › **Demonstrate you have a market.**  
Provide the most compelling value proposition and a clear summary of your potential market size.
- › **Explain your competitive advantage.**  
Be clear about why your solution meets customer needs. Highlight if you have validated your solution in the market.
- › **Identify where you are in the startup process.**  
For example, is this an early-stage idea, or do you have a proof of concept or prototype?
- › **Outline your business model.**  
How do you intend to commercialise your product or solution?

Try and close with a short and compelling final pitch of your solution and your ambition for your business idea.

### A few tips to help you with a strong Executive Summary:

- › **Make it clear and concise** – think of it as a roadmap to guide evaluators through your application.
- › **Make it compelling** – include your strongest data and market proposition – the Executive Summary has to sell the commercial potential of your idea.
- › **It's really important not to make it too technical** – they can find out later how it will work – evaluators need to understand the impact of your solution. How will it benefit customers?

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