

# Rock Center Loan Reduction Executive Brief

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## Mission/Vision:

- Describe what your business does or its principal mission or objective. Include current or anticipated principle location

## Management Team:

- Provide team information.
  - CEO - HBS affiliation/ relevant work experience/skills
  - All other team members - title/education/relevant work experience/skills

## Business Product or Service:

- Describe your primary product/service and its core value proposition
- Describe your business model
- Describe its stage of development. (concept, prototype, beta, growth, etc)
- Describe your primary source of competitive advantage
- Summarize future plans include developing [x, y, and z] in [year or timeframe]

## The Market:

- Define target market (Golfers ages 50-85 working in suburban locations, affluent males ages 30-40 living I urban areas, tea connoisseurs)
- Define your category/industry (e.g. women's athletic apparel, kitchen appliances, small business software)
- Describe their pain points and willingness to pay and adopt
- Define total market size and is expected to grow by [x%] by [year]
  - If B2B, may identify current/anticipated notable customers as examples

## Competition:

- Describe current direct competition and substitutes
- Describe why your product/service is unique/superior (Ex. We will have a competitive advantage because of our [speed to market, established brand name, low cost producer status])
- Define any new companies you anticipate may enter this market in the near future

## Key Milestones:

- Describe important milestones you have accomplished thus far (include team building, funding, product development, testing proof of concept, additional tests/experiments)
- Define critical milestones going forward for the following timeframes:

## Risk/Opportunity:

- Describe the greatest risks associated with your business today and why/how you will overcome them (examples might include competitive, regulatory, political risks)
- Describe your biggest recognized opportunities

## Capital Requirements:

Define how much capital you will need prior to becoming cash flow positive and how those funds will be spent

## Exit Potential:

Opportunities for exit in your venture

## Financial Snapshot:

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Annual revenue and net income projections for three years (supplemental information should include a cash flow statement and balance sheet)