**Company /Product name**

**Add your company logo here and use the format and presentation of this Executive Summary to create a brand for your Company.**

 **Executive Summary**

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| [A short one or two sentence outline your vision for the future of your product/service and why the world is waiting for it!]**PROBLEM/OPPORTUNITY** [What is the transport problem you are solving? Use evidence to support that this is a pain-point for the end-user. What opportunity exists to solve this problem? Make it easy to understand and compelling.]**SOLUTION/PRODUCT**[Describe your product/service. How does it address the needs of the end-user? Explain the user experience and how it solves their transport problem. ]**OPPORTUNITY** [Use data to outline the potential market for your product or service. How is your product/service better than your competitors? How will the unique or novel nature of your solution give you a competitive advantage?]**TECHNOLOGY** [Provide a clear explanation of the technology that is being used and what methods will be required to move from prototype to a scalable product or service.]**SUSTAINABILITY** [Define the sustainability impacts in terms of costs and/or benefits for your solution in terms of one or more of the following: financial, social and environmental. Provide data to support this.]**INVESTMENT REQUIRED** [What do you want from your investor? Eg. Do you want funding, access to their labs for more research and development or government support to change legislation? If you can identify a potential return to the investor and the date this will eventuate, so we here.]**THE TEAM**[Introduce your team, their roles and experience to showcase what you and they bring to the table. What makes you special!] | **Contact Information**[School Name]**School Year** [Year 9 or Year 10]**Subject(s)****[**eg STEM, Geography**]****Development stage**[Startup/Revenue/Profitable]**Number of Team Members** [x]**Prototype** [Briefly describe your prototype and any user testing you have conducted. Add an image if you have one of the prototype or show an image (s) how it could be used. Add quotes from your user-testers about how they found the product and whether they would buy it.] |