Deal Summary — Guide & Requirements

Launch Competition | 1–2 Pages | Due before workshops begin

The Deal Summary is your first checkpoint in The Launch — before you touch a pitch deck, you need to have already done the groundwork: named the problem, sized the market, sized up your competition, and identified how you'll actually reach a customer. Judges and mentors use it to quickly understand what you're building. Each section below has a specific, required answer — general statements ("huge market," "we're better than the competition") will not satisfy a Required item. Cite a number, name a competitor, or describe an actual conversation you've had.

Format at a Glance

- 1–2 pages maximum, single-spaced, submitted as a PDF.
- All seven sections below, in order.
- This is a checkpoint, not a full plan — you'll expand this thinking into a pitch deck later in the program.

1. Business Summary *(3–4 sentences)*

A brief, elevator-pitch explanation of your product or service — what you do, who it's for, and why it matters. This is the one paragraph someone would read if they only read one.

- ***Ask yourself:*** *What does my company do, in one or two sentences?*
- *Who is this for, and why should they care?*
- **Required:** Lead with a one-sentence pitch (the single line you'd use if you had 10 seconds).

> ***Example — CAMP:U***
> *"Camp:U is a pioneering venture aimed at providing an unparalleled camping experience for individuals seeking adventure, fun, and relaxation in the great outdoors... Based in Oklahoma, Camp:U focuses on leveraging the natural beauty of our state parks to create unforgettable memories."*

2. Customer Problem *(3–5 sentences)*

The specific pain point or unmet need your business addresses. Explain why it's a real problem worth solving — not just a minor inconvenience.

- ***Ask yourself:*** *What frustrates my customer today?*
- *Why doesn't the current market already solve this?*
- *What evidence do I have that this problem is real and worth solving?*
- **Required:** Provide one piece of evidence the problem is real: either (a) a cited statistic or source, or (b) a summary of at least two conversations with potential customers — who you talked to and what you learned.

3. Product/Service *(3–5 sentences + list)*

What you're actually offering — a product, a service, or both — and how it solves the problem you just described, including its current stage of development.

- ***Ask yourself:*** *What exactly does the customer receive?*
- *How does it directly solve the problem I described?*
- *What's unique about my approach or execution?*
- **Required:** List 2–3 specific features or differentiators — not general claims like "high quality" or "easy to use."
- **Required:** State your Intellectual Property (IP) position in one sentence (trademark, patent, copyright, trade secret, or "none yet").

4. Target Market *(3–4 sentences)*

Who you're selling to. ***Be specific***. Describe your customer persona and how big that opportunity is.

- ***Ask yourself:*** *Who exactly is my first customer?*
- *What do the people in this market have in common?*
- *Is there data or a trend that shows demand for this?*
- **Required:** Define a specific customer persona for your first customer — not "everyone."

- **Required:** Provide a rough market size estimate (Total Addressable Market (TAM) / Serviceable Addressable Market (SAM)).

> ***Example — CAMP:U***
> *"Oklahoma ranked 16th among states with the fastest increase in camping. Oklahoma saw reservations increase from 40,238 in 2015 to 88,808 in 2020... Camp:U intends to capitalize on this opportunity."*

5. Competitive Landscape *(bullets)*

How customers solve this problem today, without you — the competitors and alternatives you're up against.

- ***Ask yourself:*** *Who are my real competitors or alternatives — direct or indirect?*
- *What would keep a customer using them instead of switching to me?*
- *What's my honest, specific edge?*
- **Required:** Name at least two real competitors or current alternatives (a direct competitor, an indirect one, or "customers currently do X / use a workaround").
- **Required:** For each one, give one sentence on how you're different.

> ***Example — CAMP:U***
> *"The closest competitor would be The Boy Scouts of America, and they only allow young adults and youth to experience the joy of camping. They require a high amount of commitment... Camp:U offers a low commitment and easy entry into the great outdoors for anyone who is interested."*

6. Sales/Marketing Strategy *(3–4 sentences)*

How you'll reach and acquire customers — the channels, partnerships, and promotional tactics you'll use to get in front of the people you described in Target Market.

- ***Ask yourself:*** *Where does my customer already spend their time and attention?*
- *How will they realistically find out about me?*
- *Are there partnerships, platforms, or communities that give me an edge?*
- **Required:** Identify your primary customer acquisition channel(s).
- **Required:** Describe one specific action you've already taken or have concretely planned to test that channel — a post made, an outreach email sent, a landing page built, a partnership conversation started.

7. Financials — The Ask *(3–4 sentences)*

A high-level view of what capital you need and what it will be used for. At this early stage this is not a full projection — it's a snapshot of the ask and its purpose.

- ***Ask yourself:*** *How much funding do I need to reach my next milestone?*
- *What will that money actually pay for?*
- **Required:** State the dollar amount needed to reach your next milestone.
- **Required:** Break the ask into 2–3 specific uses of funds — name the actual line items, not "marketing and operations."
- **Required:** State what milestone this funding gets you to.

> ***Example — ESTHER***
> *"ESTHER requires an initial capital investment of $100,000 to fund product development, production, marketing, and operational growth... Additionally, funds will be allocated toward branding, e-commerce development, and digital marketing campaigns."*

Important Notes

- Be clear, and specific - Do not forget to clearly explain not only what your product is and does, but what problem it is solving for the customer
- This document is focusing on essential information, so avoid including fluff
- Do not claim to have "no competitors" — there are always have alternatives, even if it's customers using an indirect alternative workaround.