

LaunchPad: A Rehab Tech Innovation Competition

Executive Summary Template

The following template is designed to be used as a reference to help with building an Executive Summary. It may also serve as a reference for development of presentations for this event, for those accepted. The Executive Summary has a **500 word** limit and should be presented in either a paragraph or bulleted format. Not all items will apply to all submissions, as products may be in various stages of development. **Required items** are indicated.

1. Overview

- Briefly describe your company or research center (**Required**)
- What is the broad mission or goal of your company or research center?

2. Problem Statement

- What problem does the solution solve? (**Required**)
- What is the target population (including the number of people affected and potential number this could help)?
- How will the product improve/revolutionize/change current practice? (**Required**)

3. Solution/Technology

- Describe the Rehab Tech product (**Required**)
- Describe stage of development (**Required**)
- What are plans for further development, testing and dissemination?

4. Competition/Competitive Advantage

- What existing technology may be a competitor for this product?
- What are barriers to adoption and strategies to overcome?

5. Sales & Marketing

- What traction has the product received?