

SIIRD Guidelines for Executive Summary

Executive Summary for Mini and Full-Scale R&D Projects

This document serves as a general guideline for companies to prepare the Executive Summary for R&D Projects. The Executive Summary is to be kept within 3 to 4 pages.

A. Companies' Background

1. Provide the following information about the participating companies
 - a. Year Established
 - b. Principal Business
 - c. Number of Employees in home country
2. What are R&D capability and track records of each company?
3. What are the commercialization capability and track records of each company?
4. How will the companies finance the R&D project?

B. Proposed Project

1. Estimate the total project duration and total project expenses.
2. Give a concise description of the proposed product – What can the product do? How does the product work?
3. What are the competitive advantages and novelty of the proposed product as compared to other competing products and/or solutions?

C. Collaborative Relationship

1. What makes both companies good strategic partner to the other?
2. What is the anticipated role of each company in the project?
3. What is the anticipated role of each company during the product commercialization?
4. Estimate the % split of the project expenses between the two companies.

D. Business Model / Commercial Potential

1. What are the target market(s) of the proposed product?
2. Why will the target market be interested in the product?
3. How will the product be commercialized to the target market(s)?
4. Using the table below,
 - a. Estimate the market size of the target market(s) for the first 6 years of commercialization.
 - b. Provide the revenue forecast of the product for the first 6 years of commercialization

Year	20xx	20xx	20xx	20xx	20xx	20xx	Total
Target market size for developed product (US\$)	\$0	\$0	\$0	\$0	\$0	\$0	
Estimated Sales Quantity	0	0	0	0	0	0	0
Estimated Unit Price (US\$)	\$0	\$0	\$0	\$0	\$0	\$0	
Estimated Sales Revenue (US\$)	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Estimated Cumulative Sales Revenue (US\$)	\$0	\$0	\$0	\$0	\$0	\$0	

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