**Rwanda Postharvest Innovation Competition**

# Round 1: Template for Executive Summary

## Overview

* Your mission
* What will you sell?
* Who will buy it?
* How will your business idea help farmers or other actors in agriculture?

## Product

* What are your offering and why are your different?
* What is the problem you are solving?

## Marketing

* Who are your customers?
* How will customers learn about your business?

## Team

* Provide bios of all team members including role in business, past work experience and education.

## Financial

* What will you charge?
* How much will each unit cost you?
* How else will you make money?

## Contact Information

* Name of Business
* Name of Lead Person
* Email
* Phone Number