

**Guidelines for Executive Summary**

**Executive Summary for Pilot Projects**

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

# Companies' Background

* 1. Provide the following information about each participating company:
     1. Company Registered Name
     2. Year Established
     3. Number of Employees in home country and overseas
     4. Revenue of Previous Financial Year
     5. Principal Business Activities (For Singapore company, please include SSIC code)
  2. Describe the resources that each company possesses, its present/past R&D/pilot projects and its successes.
  3. Elaborate on the commercialization capability of each company. Share the past successes of the company in commercializing the existing products. Provide names of existing clienteles, if any.
  4. Describe how the company will finance the project expenditure.

# Proposed Project

* 1. Provide a description of the proposed product, its functions and features and the way it works. What problems does the proposed product solve?
  2. List the competitive advantages and novelty of the proposed product as compared to other competing products and/or solutions.
  3. Provide the current level of technological readiness of the proposed product/technology.
  4. Explain the need of the pilot, the pilot objectives, and how it will be carried out in the beta site.
  5. Explain how the pilot will advance the companies and/or product/technology towards commercialization and large-scale deployment.

# Collaborative Relationship

* 1. Describe the anticipated role of each company in the project and clarify the synergy.
  2. Estimate the total project duration, total project expenses and number of participating R&D engineers. Estimate also the split of the project expenses between the two companies.

# Business Model / Commercial Potential

* 1. Describe the target market(s) of the proposed product and the corresponding market size of the target market(s). Elaborate the reasons why the target market(s) would be interested in the proposed product.
  2. Describe briefly the commercialization plan of the proposed product.
  3. Using the table template below, provide a comparison of the proposed product to the competitors’ products in terms of performance (functions, features etc.) and price.

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| --- | --- | --- | --- | --- | --- |
| Competitors | Country | Name of Product | Price (US$) | Market Share (%) | Strength/Weakness |
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*Last updated: Jan 2021*