



CTI PFAN Asia Forum for Clean Energy
Financing
Executive Summary Guideline

Team Name: _____

Project Title: _____

	Name	Company	Email	Contact Number
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These notes are provided as a guide only for submission of the executive summary (Stage 1 of the competition). Participants may choose to provide additional information that they consider not being covered in this template. The emphasis should however be on the presentation of a concise and credible plan that can be easily interpreted by investors who may not be fully familiar with the market / technology / risks. The summary should not exceed the suggested length as outlined below.

1. Introduction of project (1/2 Page)

Introduce the project with regards to the scope of the project (Biomass, Distributed generation, energy efficiency etc.) Highlight the market opportunity and the benefits of the proposed technological/business idea.

2. Industry Analysis (1 Page)

Indicate if the proposed business meets current market demand or if it addresses a 'blue ocean' market. If possible, list companies/ projects with similar strategies or offerings as your proposed plan.

a. Relevant Market information

Market information relevant to the project should highlight the potential for the project and the possibility of success now and in the future.

3. Technology Description (1 Page)

In this section, highlight technology/s developed or are being developed for the purpose of this project. This also includes technological ideas that are still in the drawing board phase, yet to be developed. The description should be easy to understand and straight forward. Teams might also want to highlight how their technology differs from other competitors. The team should also disclose information regarding Intentions to lease or purchase technologies from other suppliers.

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4. Project impacts (1 Page)

a. Environmental impact

It is important to emphasize the environmental impacts of this project qualitatively if not quantitatively if possible. This section contributes heavily to the eventual judging of the project.

b. Social impact (optional)

The social impact is an optional section. If included, positive externalities such as positive social impacts and other peripheral impacts can be included in the executive summary.

5. Business Plan (2 Pages)

This section should represent the main bulk of the executive summary with the proposed business strategy and execution plan. It should include preliminary information on how the management wishes to develop the business. This will also give the judges a good indication of how developed the business plan is.

Issues within the business plan that have yet to be finalized or are yet to be developed should be highlighted to the judges. This also enables the industry expert to focus on weak areas of the business plan in stage 2 of the competition.

a. Operational Plan (if possible)

The operational plan should include details with regards to operations planning, scheduling, manpower distributions and supply chain planning. This section will not be judged upon but will give a clearer picture of the business proposed.

b. Marketing Plan (optional)

6. Proposed Management team and structure (1/2 Page)

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Indicate if the proposed management team will consist of the competition team members or will include others not mentioned. The structure of the management team should also reflect the scale and complexity of the business proposed.

7. Operating Timeline (if possible) (1/2 Page)

The operational timeline gives an indication of the expected lifespan of the business. If the business is projected to continually expand, the expansion plans should be mentioned.

8. Financial Analysis (if possible) (1 Pages)

The financial analysis is an optional section. If included, it should take into account the stated parameters mentioned below. This will give the judges a good indication of the payback time, investment returns and financial risk involved in the project.

- a. Capital Cost of Project**
- b. Revenue Elements**
- c. Cost elements**
- d. Financial Projections**

9. Proposed Investment Structure (if possible) (1 page)

The investment structure is an optional section. If included, it should include the proposed financing structure (debt/equity) and the financing amount necessary. Additional information such as necessary refinancing required should be highlighted.

10. Conclusion (1/2 Page)

Emphasis why the project needs coaching, showing the potential for business success now and in the future. Inform the judges how and why they should pick your project from amongst others to enter the next round of competition.

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Important:

1. The guideline provides listed sections that the judges will look out for. Nonetheless, deviations and additions are allowed and encouraged. (Bearing in mind creativity is an assessment criteria)
2. Keep the presentation under 10 Pages including the cover page, charts, financials and all necessary Annexes.
3. Page setup, spacing, word sizes should be reasonable for yourself and for the appreciation of the Judges.
4. Convert your file into PDF before sending it.
5. Sources of information should be cited and a reference should be provided for judging purposes.
6. Please send your executive summary to ecoasiacdcp@cleanenergyasia.net by Tuesday 22nd December 2009. Successful teams advancing into stage 2 will be notified by email on the 7th of January 2010.

We look forward to receiving your business proposal!