

EXECUTIVE SUMMARY — HOW TO LAY IT OUT

(TAP) The Achievement Pitch 2026 · Delta Mu Mu Chapter, Omega Psi Phi Fraternity, Inc. & Oglethorpe University

Use these as headings in your document. Two or three pages, your venture name at the bottom left of every page, and a heading for each area below. A summary written this way cannot accidentally leave one out — and that is how points are usually lost, not by writing badly.

The seven below are what your summary is **scored** on, in the order the judging rubric reads them, up to 5 points each and 35 in total. The ticks under each heading are exactly what a reviewer looks for: a tick is given when your summary **states** the thing, not when it impresses.

Value proposition E2 · up to 5

What problem you solve, for whom, and why your answer is better than what exists today.

- ✓ States the marketplace need the company meets, with evidence of that need
- ✓ Describes the product(s) and/or service(s)
- ✓ States how those products or services meet that need
- ✓ Defines the competition, and the advantages and disadvantages against them

Target consumer and market E3 · up to 5

Who buys it, how many of them there are, and which group you go after first.

- ✓ Names the target consumer
- ✓ Distinguishes the consumer from the payer where they differ
- ✓ Gives the market's size or scope with a number
- ✓ States which segment is served first

Social impact on a community of color E4 · up to 5

Which community of color benefits, how, and how you will know that it did.

- ✓ Names the specific community of color served
- ✓ States the benefit delivered to that community
- ✓ Distinguishes impact already achieved from impact projected
- ✓ States how the impact will be measured

Sales and marketing strategy E5 · up to 5

How people find out you exist, and how the offering reaches them.

- ✓ States how the offering reaches customers
- ✓ States how customers will learn it exists
- ✓ Names a specific tactic, not a category
- ✓ States the cost of acquiring a customer, or how that will be found out

Management team E6 · up to 5

Who is on the team, what each person does, and what each one brings.

- ✓ Names every member of the team
- ✓ States each member's role
- ✓ States the expertise each member brings
- ✓ States what each member contributes

Financial summary E9 · up to 5

Your numbers. Revenue and costs across a year, what they assume, and what is real versus what is forecast.

- ✓ Gives revenue figures covering at least one year
- ✓ Gives expense or cost figures covering at least one year
- ✓ States the assumptions the figures rest on
- ✓ Distinguishes figures already achieved from figures projected

Key milestones E10 · up to 5

What you have already done, what comes next, and when.

- ✓ Names milestones already reached
- ✓ Names milestones ahead
- ✓ Attaches a date or timeframe to each
- ✓ The milestones agree with the stage and the financials stated elsewhere

Also state these three, anywhere in the summary

They are **checked rather than scored**: if one is missing you are told and can add it, and no application is refused for them. They are quick to write and easy to forget.

- **The name and location of your venture** — where you are based
- **Your legal and ownership structure** — LLC, sole proprietor, non-profit, or not yet formed
- **Your current stage of development** — concept, pre-launch, or launched

Every team. Your Executive Summary is due **Wednesday, October 7, 2026, 11:59 PM**. Until then you can replace it as often as you like — only the last version you send is read.

The eight finalists. Your **final** Executive Summary and your pitch deck are due **Thursday, October 29, 2026**, submitted through the same application to Dr. Carson. The requirements for the summary are the same at both stages, so this applies to both.