

# 7th Annual KCK Youth Entrepreneurship Challenge

Executive Summary Packet - 8:00 am - 1:30 pm, Friday, March 6th 2026

## *Executive Summary*

### Description

- The Executive Summary is a written business summary, in PDF format, including details of how the business intends to operate. An executive summary is similar to a business plan, but usually shorter, covering much of the same information in summarization.

### Competition day process

- **Executive Summary will be judged online.**
- There will be only one round for this event.
  - In case of a tie, a second round will be held to break the tie.
- Executive Summary will be competing on Friday, March 5th 6th from 8:00 am - 1:30 pm\*
  - *\*The Time of the event is still under review and scheduled to change.*
  - *Round setup and schedule are still being determined*

### Requirements

- No longer than three pages.
- At least 10-point font.
- At least .75-inch margins on all four sides.
- Must be submitted in PDF format.
- All submitted work must be the original work of the members of the business (entrepreneurs and/or mentors).

### Deadlines

- Executive Summary Submission Deadlines
  - The Executive Summary, in PDF Format, is due Friday, February 27th by 11:59 PM on VentureDash.
  - Once submitted, the coordinators will review the files to ensure they follow guidelines.
    - If a executive Summary follows guidelines,
      - it will be considered a final version and submitted for judging.
    - If an Executive Summary does not follow guidelines,
      - it will be sent back for revision.

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- The business has until Thursday, March 5th at 11:59 pm to resubmit their revised Executive Summary. This file will then be submitted for judging.
- Revised Executive Summaries that are sent late or not resubmitted will automatically be disqualified.

## Judging your Business

- Market Opportunity
  - Sizeable market need presented, with the ability and plan to capture it.
- Business Model
  - Company has a viable plan to grow a profitable business.
- Management Capability
  - Founder/team demonstrates the ability to effectively grow the company.
- Product/Service Offering
  - Customer focused solution with a clear value proposition.
- Submission Time
  - If the Executive Summary was submitted on time with no revisions, minor revisions, or the revised version was not resubmitted.

## Rubric

- Total Score 25 points
- Scoring is done on a scale of one to five.
  - 1 being Poor
  - 2 being Minimal
  - 3 being Sufficient
  - 4 being Above Average
  - 5 being Excellent
- Judging will be done based on four categories:
  - Market Opportunity
    - Sizeable market need presented, with the ability and plan to capture it.
  - Business Model
    - Company has a viable plan to grow a profitable business.
  - Management Capability
    - Founder/team demonstrates the ability to effectively grow the company.
  - Product/Service Offering
    - Customer focused solution with a clear value proposition.

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- Submission Time
  - Submitted on time with no revisions = receive five points
  - Submitted on time but needs revisions = receive four points
  - Needed revisions, but did not send the revised version on time or at all = disqualified

## Open Review

- Up to 15 teams may qualify for a spot in the YEC State Championship through the selection in the Executive Summary open review. The written Executive Summary must be submitted by March 24, 2026 and meet the Executive Summary format requirements.

## Additional Resource

- Small Business Administration (SBA) Executive Summary Guide:  
[www.sba.gov/blog/write-executive-summary](http://www.sba.gov/blog/write-executive-summary)