

Executive Summary Template

Company Profile

Industry

Social Impact / Public Health /
(Insert industry relevant to your
project)

Founded

Year

Location

City, State

Team Members

of team members

Fundraising

Stage (i.e., Seed, A Round)
Funds raised to date Amount
of investment that your
currently seeking

Vertical

(Specific niche within your
industry)

Patents/IP

List any and status of filing If
not applicable, NA

Executive Team

Founders
Key Team Members

Advisory Board

List relevant advisors,
if applicable

Key Company Contact

Name
Title
Phone
Email

Company Website

URL here

Tagline: (What is your project about? A 4 to 6-word tagline that encapsulates your mission or innovation)

Summary

High level, 2-3 sentence description [Project Name] is a [brief project description] designed to [briefly describe the main goal of your solution]. This project aims to [highlight key features or services] and addresses [specific problem in public health or misinformation]. Our objective is to [outline the desired impact], by utilizing [mention key aspects of your approach].

Problem

The spread of [specific public health misinformation] poses a significant risk to [the affected population]. [Describe the specific issue you aim to tackle]. Through primary research and data, we've identified that [describe the scope of the problem, including statistics or findings, if applicable]. This issue is exacerbated by [mention social, political, or technological forces contributing to the problem]. Addressing this issue is critical, as it is expected to [mention the timeline or long-term implications of the problem].

Solution

Our Project/Idea/Tool provides a [detailed description of the solution]. This [product/service/initiative] is unique because [mention what differentiates it from other approaches]. By offering [key features], we are delivering value to [target market]. This solution effectively solves the problem by [highlight how your project addresses the issue of public health misinformation]. We've conducted [describe any user or customer discovery] to validate our approach and are seeking [what you need to launch the project or further development].

- What makes your solution unique?
- What value will you be delivering to your target market?
- How does your product/service/technology solve the problem?
- What customer discovery have you done to validate your idea?
- What do you need to launch?

Target Market

Our target market includes [describe who your project is designed to serve, including relevant demographics and psychographics]. With [mention market data, if applicable], we plan to reach these individuals through [outline your marketing strategy, channels, or outreach efforts]. Our solution will resonate with [specific customer base or community] due to [specific needs your project fulfills].

Competitive Advantage

Although there are other initiatives or projects addressing [public health misinformation], our approach is different because [mention the unique aspects of your project]. Our key competitors include [list any direct or indirect competitors, if applicable]. What sets us apart is [outline the differentiating factor, whether it's pricing, strategy, or innovation].

Business Model

If applicable use this section to detail how your Project/Idea/Tool will make money. Our revenue model is based on [describe how you will make money, if applicable]. We plan to [outline path to market or distribution channels]. Key revenue drivers include [mention primary ways of generating income, if relevant]. We expect to reach breakeven by [indicate when you anticipate reaching profitability, if applicable].

- How and what will you charge for each product, service or technology?
- What's your basic business model?
- What's your path to market?
- What are your key revenue drivers and cost factors?
- How much do you need to raise to launch?
- When do you hit breakeven and profitability?

Example of an Executive Summary:

Company Profile

Industry: Social Impact / Public Health

Founded: 2025

Location: Syracuse, NY

Employees: Lerner Center team members, Blackstone LaunchPad staff, and partners from participating organizations

Fundraising: NA (non-profit initiative)

Vertical: Public Health Misinformation / Social Innovation

Patents/IP: NA

Executive Team:

- Founders: Lerner Center for Public Health Promotion and Population Health
- Blackstone LaunchPad Executive Leadership

Advisory Board: Expert panelists from public health, policy, and social innovation sectors

Key Company Contact:

- Vicente Cuevas, Engagement Manager, Lerner Center for Public Health Promotion, Email: vcuevas@syr.edu

Company Website: [Lerner Center website](#)

Tagline: Empowering solutions to combat public health misinformation.

Summary

The Social Impact Pitch Competition, hosted by the Lerner Center for Public Health Promotion in partnership with Blackstone LaunchPad, aims to foster innovative solutions that address public health misinformation. Through mentorship, resources, and a competitive platform, participants will pitch social impact projects designed to improve public health literacy and combat misinformation. Winning teams receive funding and support to implement their solutions.

Problem

The spread of public health misinformation is a growing threat, leading to widespread confusion and potentially harmful health outcomes. Misinformation has surged during the COVID-19 pandemic and continues to undermine public trust in science and health institutions. This competition addresses the need for innovative, community-driven solutions to counter misinformation and promote accurate health communication.

Solution

The Social Impact Pitch Competition offers participants the opportunity to present viable strategies to mitigate public health misinformation. Solutions may include digital platforms, educational campaigns, or technological innovations aimed at improving health literacy. By fostering collaboration between students, professionals, and community leaders, the competition encourages the development of sustainable and scalable interventions to ensure that accurate health information reaches underserved populations.

Target Market

The primary target market includes community organizations, public health advocates, and educational institutions committed to promoting public health. The competition also appeals to students, social entrepreneurs, and innovators with a passion for social impact and public health. The competition seeks to create a bridge between innovative solutions and the communities that need them most.

Competitive Advantage

Unlike other pitch competitions, this initiative focuses specifically on public health misinformation, combining the expertise of the Lerner Center and Blackstone LaunchPad. Participants benefit from a mentorship network, access to academic and industry resources, and the chance to implement real-world solutions in collaboration with public health experts. The competition's emphasis on addressing a critical and timely issue sets it apart from broader social innovation competitions.

Business Model

The competition is funded by grants and partnerships with public health and philanthropic organizations. Revenue will be generated through sponsorships, event partnerships, and grants aimed at social impact initiatives. Additional funding will support the winning projects, which are expected to provide long-term, measurable improvements in public health communication and literacy.

Path to Market

Winning projects will receive funding, mentorship, and support to launch their solutions. These projects will be implemented in collaboration with community organizations, health departments, and educational institutions to maximize reach and impact. A comprehensive evaluation framework will be established to measure the effectiveness of the interventions.

Social Impact Pitch Competition Slide Deck Structure

Slide 1: Title Slide

Content:

- **Title:** Mock Submission: Social Impact Pitch Competition
 - **Subtitle:** Example of Slide Deck Structure for Competition Submissions
 - **Theme:** Addressing Public Health Misinformation
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Slide 2: Problem Statement

Content:

- Brief overview of the public health misinformation issue being addressed.
 - Why is this problem significant?
 - Provide supporting data or examples highlighting the scope and urgency of the issue.
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Slide 3: Target Audience

Content:

- Describe the audience your project aims to impact.
 - Include demographics, behaviors, and specific needs.
 - Explain why they are the focus of your solution.
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Slide 4: Proposed Solution

Content:

- What is your project/tool/idea?
- Highlight key features and the innovation behind your solution.
- Explain why this approach is the best way to address the identified problem.

Slide 5: Implementation Plan

Content:

- Outline the steps for developing and deploying your solution.
 - Include a timeline with key milestones.
 - Mention any partnerships or resources you plan to leverage.
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Slide 6: Expected Impact

Content:

- How will your solution address the problem?
 - Provide metrics or indicators for measuring success.
 - Highlight long-term benefits or potential scalability.
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Slide 7: Dissemination Strategy

Content:

- Describe how you will promote your solution.
 - Include channels such as social media, events, or partnerships.
 - Explain how you will reach and engage your target audience.
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Slide 8: Team Expertise

Content:

- Highlight the skills and roles of your team members.
 - Explain how your team's background supports the project.
 - Mention any collaborations or advisors that enhance your proposal.
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Each slide should include concise bullet points, supporting visuals or graphics (e.g., charts, images), and clean formatting to maintain a professional appearance.