

Today's agenda

Review selected Assignment 4 problems
Introduction to Business Plan assignment (3-part assignment)

Lecture 13a Business Plan Outline

Business Plan Assignment: outline

1. Form a group. Groups may include 3 or 4 persons.
 2. Develop a concept for a new business. This can be based on a capstone project or any other idea.
 3. Prepare a 4-5 minute verbal 'pitch' of the concept. We would be glad to give you feedback ahead of time on ideas you're considering. You can support it with slides/visuals if you like. Each group will present, in breakout group format online, on **Wednesday March 15th**. All members of the group may verbally take part in the pitch, but this isn't required.
 4. Prepare an overview 9-11 minute-long verbal and visual presentation of your plan. Each group will present the overview, in breakout group format online, on **Monday April 3rd**. Presentation order will be drawn randomly and shared with you in advance. All members of the group must take part in the full presentation.
 5. Prepare a corresponding Business Plan report. The report may be closer to a description of how you would create a plan, than an actual plan. The more detail about processes / steps, the better!
- The Business Plan report is due **Friday April 7th**.

Business Plan Assignment: details 1

The pitch, the presentation, and the report will be scored separately.

Pitch:

- Must be delivered live during class on scheduled date.
- No late presentations allowed.
- Everyone in the group will receive the same score for the pitch. Not all group members need to speak during the pitch.
- Aim for 4 or 5 minutes in length.

Business Plan Assignment: details 2

The pitch, the presentation, and the report will be scored separately.

Presentation:

- Must be delivered live during class on scheduled date.
- No late presentations allowed.
- All group members must take part in verbal presentation.
- Aim for 9 to 11 minutes long. Penalties apply for using too much time.
- The full presentation will be scored based on:
 - Oral presentation quality and clarity (individual score)
 - Purpose summary
 - Uniqueness of plan
 - Market analysis
 - Management and organization
 - Costs, funding requirements and financial plan
 - Marketing plan
- All items other than oral presentation will be marked the same for all group members.
- All group members should upload a copy of the presentation to make it easier for us to assign scores.

Business Plan Assignment: details 3

Report:

The report is on the same topic as your business plan presentation.

All group members should submit an identical copy of the report, with all group member's names and student IDs on the first page.

All group members will receive the same score for the report.

The report will be scored based on quality of the material, as well as organization and grammar. The report should contain sections including:

- Executive Summary
- Company description
- Market analysis and outlook
- Management and organization
- Funding requirements
- Financial analysis
- Sales and marketing
- Appendix and benchmarks

The report will be submitted through Canvas by deadline.

Penalties apply for late submissions.

Business Case Presentation Tips

Presentation content:

- Start with the pitch: what is unique, memorable, necessary about your idea? Clear, simple messaging is best.
- Keep slides simple. It's very common to have too much detail on screen. Use visuals. If you're just reading what they can already see, they aren't listening to you.
- Slides meant for an audience to read later on are VERY different than slides meant for background while an audience listens to you.
- Focus on near-term challenges and solutions (including first few months). A common mistake is to only focus on the huge market and how many clients you think you could have several years from now.
- Develop comparisons with actual likely competitors, which may not be national / global competitors.

Verbal Presentation Tips

Speaking tips:

- Pauses are good: don't feel you need to fill every silent gap. Avoid 'um's and 'ah's.
- Short sentences are sometimes clearer. It breaks up the content into bite-sized bits.
- Changes in tone, volume, and pace are helpful for keeping your audience engaged.
- You can write out your script, but don't sound like you're reading it. Ideally, you are focused on eye contact with members of your audience, to see how they are reacting to the content. Do they look confused? Bored? Puzzled? Interested? All the principles above still apply too.
- Don't run over the allocated time: audience will perceive this as unfocused and unable to work within appropriate boundaries.
- Go through your presentation several times in advance, so you feel comfortable with the material, and know your key points you want to make for each slide well.