**Term Assignment**

**Business Plan and Pitch Deck Development and Presentation**

The term project for ENTR467/667 requires a stepped development of a viable business plan and an in-person pitch for investment. This project may be done individually or in pairs at your discretion. You have the freedom to consider any kind of realistic business opportunity, but keep in mind that rigorous exploration is required.

**Part I: Opportunity Proposal** – 10%

Please provide me with a one- or two-page description of the business opportunity which you intend to pursue for the purposes of this assignment.

**Part II: Commentary on Founder’s Dilemmas** – 10%

In a few pages, carefully consider the following three questions when it comes to your opportunity:

* When to found?
* What kind of team?
* What kind of financing?

Provide well-thought out answers which show an understanding of the potential pitfalls of your answers when it comes to the unique opportunity that you are looking to explore.

**Part III: Pro Forma Financial Statement Development** – 10%

Develop at least three years of financial statement projections along with a cash flow model. Adequate supporting documentation is expected to outline assumptions and demonstrate an understanding of the components of both revenues and costs.

**Part IV: Business Plan Development** (Required: At least two days before your presentation) – 20%

Pull all of your analysis together into a comprehensive business plan which introduces the opportunity, outlines the strategy(ies) to be employed, and projects the gains to be realized. Length can vary, but 5-10 pages of text would likely suffice plus supporting financials.

**Part V: Pitch Deck Presentation** (Required: By Last Day of Exams) – 50%

Craft and deliver a 10- to 15-minute presentation appropriate for seeking prospective angel investment. Upon conclusion, you will have to be prepared to answer questions for up to twenty minutes afterwards. Several different windows for presentations will be available during the last couple weeks of the semester.