

## Capstone Project Feedback: Presenting a Business Plan

### **Student Name(s):**

Nicolas Gauthier  
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### **Project Title: LIFELIGHT**

### **Project Grade: 4/5**

We had Dr Natalie Sappleton and Dr. Natalie Zhang review and grade your pitch. Comments specific to some individual sections of your presentation:

#### **Content:**

- A missed opportunity to hook the audience – there is an introduction to the team and an overview of the mission statement, but there needs to be something to hook and engage the audience from the very beginning
- The section on the problem would do better going up front
- Nice stats about the impact of the pandemic on the travel industry
- Good use of stats to reinforce that there is industry growth
- Nice overview of competitor differentiation
- Content overall is solid and idea is well validated

#### **Pitch Deck:**

- Slides are visually appealing
- The Financial and Pricing slide could pull out the figures in a way that is more impactful
- Strange way to end – end with a sum up slide that reinforces the message and calls for action

#### **Timing:**

- Slightly long

#### **Audience Consideration**

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- Clear who the audience is
- Content mostly well-tailored for the audience except for the opening and ending

### **Presenters:**

Professionally delivered  
Good handover between team members

Overall impressions of your presentation:

Team, as presenters, you were professional and engaging. The content was strong and mostly well-tailored, but you do need an engaging start and end! Otherwise, well done – happy graduation!