

Business Plan

25 Possible Points

6/14/2022

Attempt 1

**IN PROGRESS**

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Unlimited Attempts Allowed

▼ Details

In this assignment, you will be creating a high-level business plan for a fictitious e-commerce business of your own creation. The company should sell a hypothetical product(s) and/or service(s) and should include an e-commerce component.

As a starting point, review information and example business plans on the following website:

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

(<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>)

Additionally, be sure to thoroughly review the following business plan template from SCORE:

[download file \(https://canvas.vt.edu/courses/151253/files/23337027/download?wrap=1\)](https://canvas.vt.edu/courses/151253/files/23337027/download?wrap=1). Note that this SCORE document will be very helpful when determining what type of information is to be included in each of the required Slide Details outlined below.

Assignment:

Create a professional slide deck including at least 9 slides (it can be more than 9 slides) that meet the requirements outlined in the Slide Details section outlined below. Additionally, create a video submission that meets the requirements outlined in Slide Detail 10 outlined below. **Submit the slide deck and embedded video (or separate video media file) via Canvas.**

Note that you will not be presenting these slides. Rather, it is best to treat this assignment as though someone you are hoping will invest, promote, or partner with you in your fictitious business has recently requested that you email them a high-level business plan that is structured in the exact manner that we are requiring the business plan to be structured in this Assignment 1 (see Slide Details outlined below). It can be presumed that said prospective investor, partner, etc., will then read through your business plan slide deck to determine if they are interested in your business, and would thus like to schedule a meeting with you and/or other members of your prospective business to discuss next steps. Slide decks should therefore be highly informative and professional.

The 9 required slides should cover the following subject matter and be presented in the following order:



(<https://canvas.vt.edu/courses/151253/modules/items/1902584>)



(<https://canvas.vt.edu/courses/151253>)

2. Executive Summary
3. Company Description
 1. Mission Statement
 2. Vision and Goals
 3. Structure
4. Product/Service
 1. Description
 2. Problem/solution (or value proposition)
 3. Pricing
5. Marketing Plan
 1. Target customer
 2. Competitors
 3. Positioning/Niche
6. Operations
 1. Production
 2. Quality
 3. Inventory/suppliers/partners
7. Financials
 1. Startup-up Expenses
 2. Financial Plan (high-level)
8. Lean Startup
 1. Leap of Faith Assumptions
 2. Define MVP (high-level)
 3. Metrics used to measure customer response and decide pivot/persevere actions
9. Technology - Present any innovative tools/technologies planned for use during the development/marketing/distribution/support/etc. (pick one or more as applicable) of your product or service.
10. Video submission (embedded in slide deck or as a separate media submission) - Create a video explaining one of the innovative tools/technologies you discuss in Slide Detail 9 and why it is the best fit for your business. **Video length is not to exceed 1 minute** and videos may include 1 or both members of the group. Video should include an audio and visual component. Visual component can be a screen capture or video of the speaker.

More than 9 slides can be submitted if needed to cover the above Slide Details. If you find that your slide deck or a particular slide is getting too lengthy/wordy, then you may also consider adding supplemental information in an appendix.

Note that each of the above Slide Details should be heavily rooted in research, explained in your own words, and thoughtfully expanded upon.



(<https://canvas.vt.edu/courses/151253/modules/items/1902584>)



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This assignment is a group assignment - Group size is 2-3. **Use the Asgn1-BizPlan Groups** (under People on the left nav of Canvas) **to self-assign your group of two or three.** Note that the following discussion is available if you need help finding a teammate: "[Group Formation \(https://canvas.vt.edu/courses/151253/discussion_topics/1361315\)](https://canvas.vt.edu/courses/151253/discussion_topics/1361315)".

Grading

REQUIREMENT	Points
Cover & Exec Summary	2.5
Company Description	2.5
Product/Service	2.5
Marketing Plan	2.5
Operations	2.5
Financials	2.5
Lean Startup	2.5
Technology	2.5
Video Submission	2.5
<i>Subjective*</i>	2.5
TOTAL	25

*2.5 points of the assignment will be awarded subjectively based on professionalism, aesthetics, extra detail, and signs that portray that a group has gone above and beyond their peers.

Keep in mind, this submission will count for everyone in your Asgn1-BizPlan group.

Choose a submission type



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