



**Project Based 'J' Component
Winter 2021-22**

**Course : MGT1022 Lean Start-up Management
Course Faculty: Dr.Stephan Thangaiah.I.S**

**Class NBR: VL2021220503457
Slot: TE2**

Review-II: Team presentation

Business plan presentation for your start-up project includes the following details (10 to 15 slides):

- **Project Title**
- **Proposed business**
- **Business model canvas**
- **Industry analysis**
- **Goods, Services, and/or the Production process**
- **Marketing strategy**
- **Global issues, if any (international markets).**
- **Financial plan**
- **Management plan**
- **Environmental aspects**
- **Appendices** (Supplemental information that may be of interest of this proposal)

Review as per schedule from 17.03.2022 to 28.04.2022

- **Second Review (30 Marks)**

Submission of Presentation Report:

- **Prepare and submit the Business plan presentation for your selected area of business by mail after your review-II.**