**VX420: Business Basics for Entrepreneurs  
Summer 2022**

**Pitching Presentation (Week 8)**

Following are the requirements for your individual pitching presentation in week 8.

### Value:

* 10% of your overall course mark.

### Due Date:

* During Week 8 Tuesday 3:59 PM as decided with the Professor and the Consultant.

### Mode:

* To be undertaken individually on your report topic in consultation with Jerry Zhu.

### Presentation Requirements:

* Present the assigned topic to the class using Powerpoint slides for a total of 5 minutes.

Your explanation and discussion should follow class discussions in the previous week.

### Late Lodgement & Extensions:

* Late assignments (without approved extensions) will attract a penalty of 10% of the maximum marks per day of lateness.
* Extensions are only granted in exceptional circumstances and documentation is required where an extension is sought on medical grounds.
* You should note that extensions are not usually granted for computer-related problems or heavy workloads (at either your job or University).
* All applications for extension should be made to Pradeep Ray

### Marking Criteria:

As discussed in classes in week 7, these pitching presentations in week 8 are very important for any student learning entrepreneurship. In week 5 students have learned and practiced the technique of short 5 min pitching of an idea.

As emphasized in the class, week 8 presentations are to mainly test your understanding of the pitching skills as discussed in week 7. The topic will be the same as your individual report topic decided in consultation with Pradeep Ray The marking criteria will be:

1. Structure of Presentation: The Hook (1 marks), The One Sentence (2 marks), The Main Content (Significance to Entrepreneurship theory or practice) with detailed research and analysis (5 marks), and The Call-for-action (1 mark).
2. Quality of Presentation (1 marks).

Total: 10 Marks.

**PENALTIES:**

* **Lecture material repeated**
* **Inadequate examples to substantiate the points**