* Professor. Anthony Shotwell
* Agenda
  + Overview of Course Objectives
  + Discussion of syllabus and weekly schedule of deliverables
  + Introductions and discussion of business concepts
* 5 year business plan.
* 5 years of financial statement – cash flow, income statement, 3 to 6 months of operating cost.
* Operations
  + Process Flow Diagram - what is the process of input and output of the service or product.
* Disaster recovery – CDN, multiple server locations.
* What is the objective of a 100 million dollar project? To make it a 200 million project (refactor, rescale, re strategize)
* Exit Strategy - SWOT Analysis
* Cost Estimates
  + Contengency Factor 15-25% of total startup cost
  + Operating Reserves. – 3-6 months of overhead cost (money to pay out of pocket)
* Practicality, low cost, potential – our business plan get submitted for national consideration.
* Agenda
  + Group Presentations (the bold points can be discussed by one person or two)
    - **Introduction**
    - **Businsess Concept Overview**
    - **Macroeconomic overview**
      * General reflects on the economy
      * Reflects the region (physical, and cyber) (1-2 slides)
      * National perspective to local perspective
      * Make Factual statements
      * Maybe talk about employment and income
      * OMN – what kind of incentives to people see in investing in the business.
        + Favorable trend
      * Just give a bit of perspective affecting the business
      * Cali has the most disposable income of any other state.
      * some issues that might be for users from remote location.
      * Demonstrate in local market that it is absolutely fail safe.
    - **Market Assessment**
      * Disucss Target market
      * Competition
      * Demographic features
      * It can help develop the marketing plan
      * Have it done by week 3.
        + Where do the facts come from.
        + But the footnotes in slides.
* Notes: USE bullet points.
* Each person will have 7 min. - pick out the highlights. Of the slide. – don’t have to touch base on all the bullet points on the slide.
* What are the major points they investor wants to know.
  + **Estimated Start up costs.**
    - Finance
      * Contingency factor reserve – 3 months of covering.
      * Financial strategy of funding
        + Need to be partime at first
        + Other bills needs to be paid first.
        + How much savings do we have to invest.
    - HR costs
      * Minimum wage
      * Funding is coming from personal savings
      * Employees are part time and have other source of income – HAS TO BE MENTIONED!!!
* Presentation
  + Introduction
    - Be Engaging
      * Introduce yourself first and your team mates
      * Introduce the company and the business concept
  + Market Research should support the business concept.
  + Business Concept Presentation
    - 1-2 slides
* Agenda
  + Introductions (2min)
  + Overview of Concept (2min)
  + Justification of Business Choice(10min) - summary statistics
    - Macroeconomic Overview (relative to location)
      * Population
      * Employment
      * Income
    - Market Assessment
      * Target Market
      * Demographics
    - Marketing Plan
      * What is most effective? Word of mouth, create community, create friends list, have people like your page. Twitter followers.
    - Est Start-up Cost – 1 time expenses
    - Annual O & M Costs (operation and maintenance)
  + Operations (Operation, IT, HR)
    - Site Location (Visual Map)
    - Floor Plan
    - Operational Process (website, electronic presence)
    - Risk Assessment – 5 risks (outsource servers and databases to other states) – Matrix – Risk, Impact (high, medium,low), Mitigation
    - Organizational Chart
* When giving analysis say the why and hows.
* We are in a niche that we don’t have a lot of direct competition.
* B2C and B2B
* Send slide show to professor.
* Week 5 – Only Financials
* Week 6 – Dress rehersal.
* Paper should be done by 2/12
* Presentation from 2/11
* Week 7 – Presentation.

Agenda

* + Business Concept (sell the panel right here)
  + Overview
  + Operations Assessment
  + Financial Assessment
    - Est Total Startup cost
    - Est Annual Operations & Maintenance Costs
    - Total Financing Requirment (w/assumptions)
    - Sales Forecast
      * (1 year monthly detail) (5yr)
      * Statement of Cash Flows
      * Income Statement (5yrs)
      * Balance Sheet (5yrs)
  + Next Week
    - Exit Strategy
    - Executive Summary
    - Dress Rehersal
* **Presentation Notes**
* **Presentations Notes and feedback**