

Assignment 4: Presentation

Due Week 9 and worth 70 points

After you have fleshed out your business plan you will have the information you will need for a slide presentation (e.g., PowerPoint). This 12-slide presentation conveys the most important aspects of your business in a short time. More sophisticated investors, such as angel investors and venture capitalists, will typically not look at your written business plan until they have seen your slide presentation.

Presentation (MS PowerPoint or equivalent)

1. Create a 12-slide presentation. Follow the outline on pp. 343–346 for the critical slides of your presentation and their placement. **Note:** Students may include speaking notes in the notes section of their slides to further communicate a clear representation of their slide content. However, this is optional and is not a required component of the presentation.
 - *Hints:* Include the highlights of your elevator pitch, which shows that you understand your business. The elevator pitch is a concise description of your company—its product, market, competitive advantages, and so on. Whether pitching your business to an investor or describing it to a potential connection at a networking event, you need to be able explain your business succinctly to someone in the amount of time it would take to ride up a few floors in an elevator. Use the worksheet in the text (p. 362 | *Your “Elevator Pitch”*) to develop your elevator pitch.
 - *Hints:* You must limit your presentation to twelve (12) slides. You do not want to overwhelm your audience with too many slides or bore them with information they already know.
2. Cite three (3) resources you have used to complete the exercise.
 - Citations and references must follow APA format. The reference page is not included in the required page length

The specific course learning outcomes associated with this assignment are:

- Describe strategic planning techniques used to formulate alternative strategies designed to achieve stated business goals.
- Create a plan to implement a firm’s strategy and manage the change from current operations.
- Analyze strategies for exerting the internal leadership needed to drive the implementation of strategic initiatives and improve operating excellence.
- Use technology and information resources to research issues in strategic management.
- Write clearly and concisely about strategic management using proper writing mechanics.

Grading for this assignment will be based on answer quality, logic/organization of the paper, and language and writing skills, using the following rubric.

Points: 70	Assignment 4: Presentation			
Criteria	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
1. Create a 12-slide presentation. Follow the outline on pp. 343–346 for the critical slides of your presentation and their placement. Weight: 70%	Did not submit or incompletely created a 12-slide presentation. Did not submit or incompletely followed the outline on pp. 343–346 for the critical slides of	Partially created a 12-slide presentation. Partially followed the outline on pp. 343–346 for the critical slides of your presentation and their placement.	Satisfactorily created a 12-slide presentation. Satisfactorily followed the outline on pp. 343–346 for the critical slides of your presentation and their placement.	Thoroughly created a 12-slide presentation. Thoroughly followed the outline on pp. 343–346 for the critical slides of your presentation and their placement.

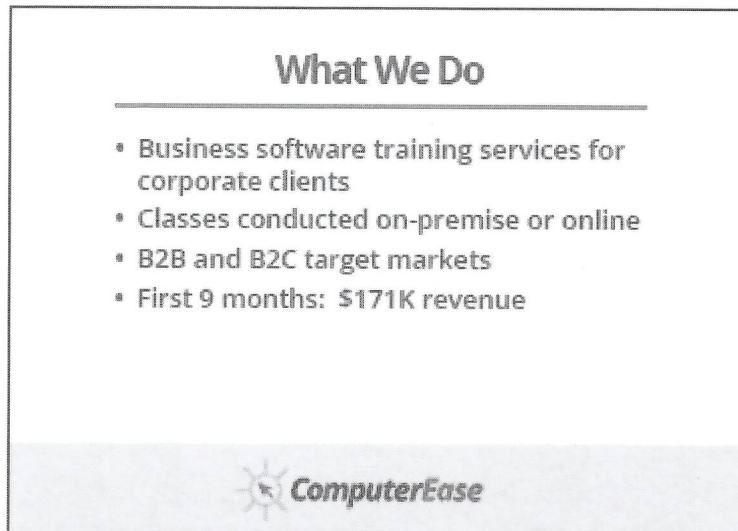
	your presentation and their placement.			
2. Clarity, writing mechanics, and formatting requirements Weight: 20%	More than 6 errors present	5-6 errors present	3-4 errors present	0-2 errors present
3. 3 References Weight: 10%	No references provided.	Does not meet the required number of references; some or all references poor quality choices.	Meets number of required references; all references high quality choices.	Exceeds number of required references; all references high quality choices.

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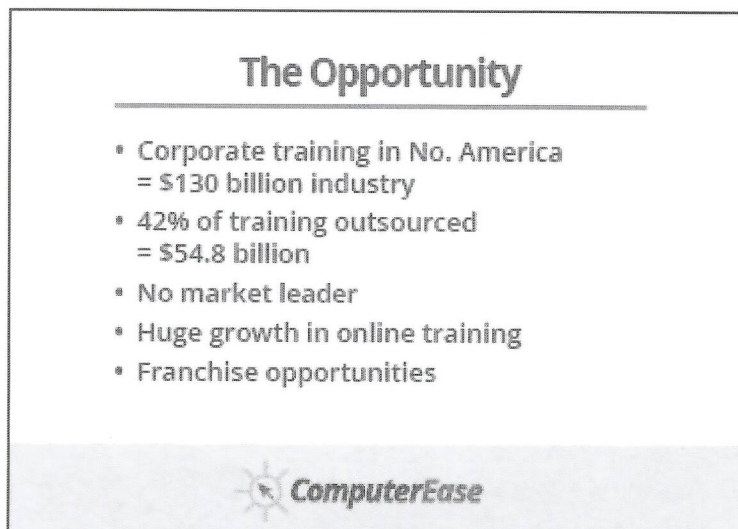
12 CRITICAL SLIDES



Title slide: your company's name, a short company description, name of presenter(s) if presenting in person.



Your elevator pitch: a succinct description of your products or services, market, and competitive advantages. Use vibrant language, and if possible, embed audio or video to demonstrate your product or service.



Size of opportunity: this is what investors — VCs even more so than angels — want to know. To what size can your company potentially grow and what are your plans for future development?

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Target Market

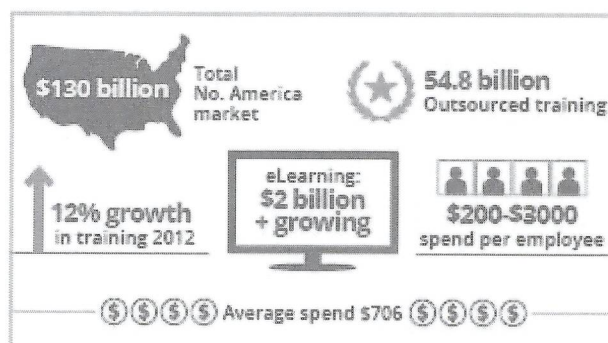
- Corporations with 50+ employees
- Government, insurance, financial, health care, engineering, colleges
- 2,000+ corporations in Vespucci area
- Online market includes U.S. and other English-speaking countries



ComputerEase

Your specific target customers: who they are and the customer needs that your product or service will meet.

Market Size



ComputerEase

The market size: numbers and dollars, past growth, growth forecasts.

Competition

Current competition:

- Heavily fragmented, no leader
- 3 national training companies
- Online colleges & universities
- Small companies & individual trainers

Competitive advantages:

- Strong team; experienced trainers
- Outstanding training materials
- Corporate market focus
- Certified training



ComputerEase

The competition: division of market share, how your product compares to theirs, your value proposition in comparison to the competition's, and barriers to entry.

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The Team

Founders:

Scott E. Connors: President

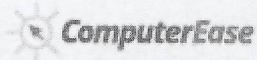
- Experience selling tech services

Susan Alexander: VP, Marketing

- Experience selling to target market

Advisory Committee includes:

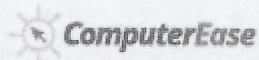
- Top customer targets
- Dr. A. A. Arnold, Instructional Design



Your team: who they are, their past successes and experience, and why they are qualified to do the job.

Business Model

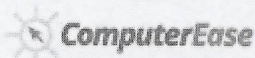
- B2B: Top pricing for customized training
- B2C: Top pricing for certification training
- In-house sales team
- Per-seat annual subscription



The business model: how you will distribute your product, pricing strategies, how you will reach your customers.

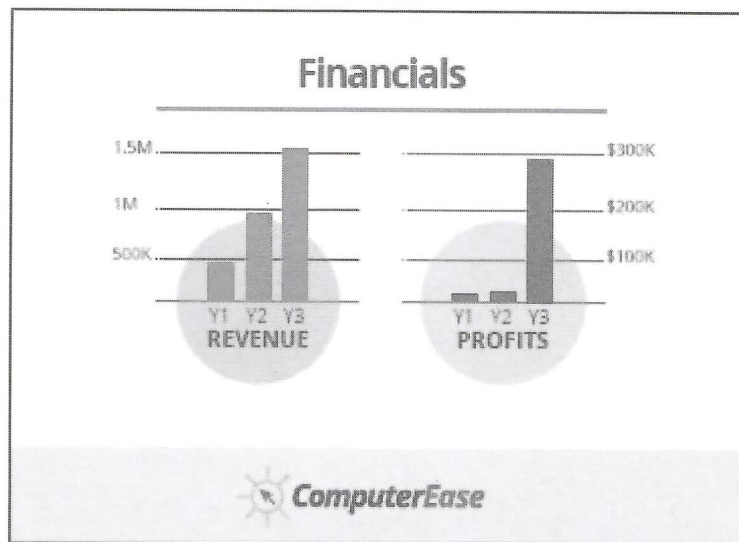
Milestones

- January, 2014 – launched
- August, 2014 – opened first center
- To date
 - \$171K revenue
 - 184 training sessions
 - 11 key corporate clients
- 2015 – second center opens
- 5 years
 - \$5 million annual online sales
 - 5 locations
 - \$8 million total annual sales

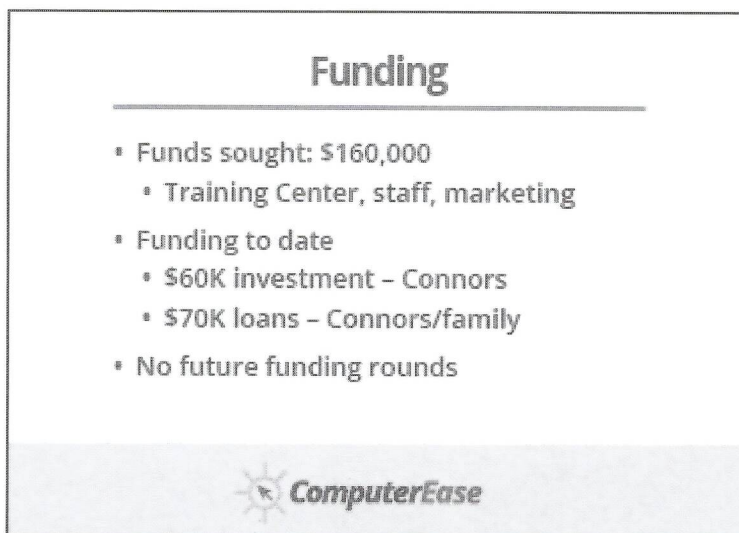


Milestones: a time line that outlines when you expect to reach key achievements.

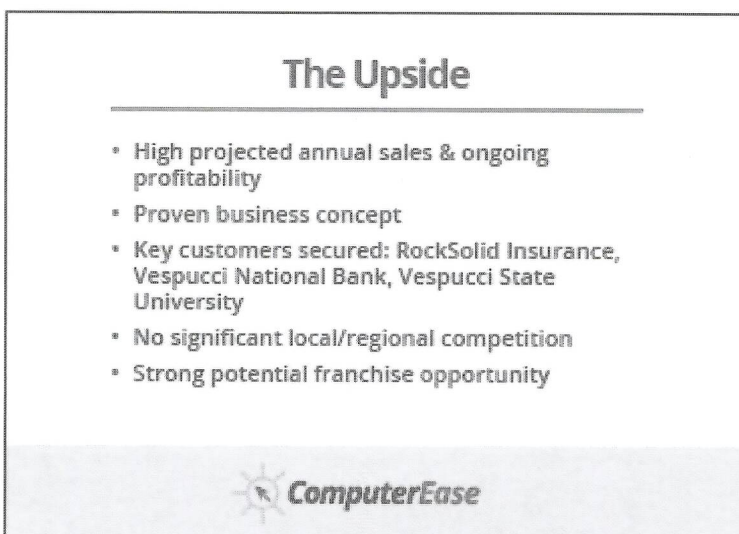
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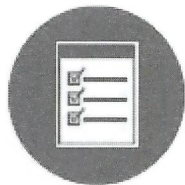
Financials: a brief summary of key points from your income statement, balance sheet, and/or cash flow projections.



Funding: how much you are asking for in this round, how many future rounds are expected, how much you will request during those rounds, and how the funds will be used.



The investment opportunity: potential exit strategies and financial return for investors.

Your “Elevator Pitch”

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MY COMPANY...

Named: _____

Does: _____

Serves Which Market: _____

Makes Money By: _____

Is Like Which Other Companies: _____

Will Succeed Because It: _____

Aims to Achieve: _____
