

## **FINAL BUSINESS PRESENTATION**

- 1) Original Business Plan
  - a) Business Name – centered on page, large font, black or company colors
  - b) CEO Named and List of Team Members
  - c) Descriptors of product and its cost.
  - d) Financial Plan – Budget (Costs, Projected Revenue)
- 2) Company Branding
  - a) Tag line/slogan/motto;
  - b) Logo;
  - c) Promotional print materials - business letterhead and fliers (about company flier and an advertisement flier)
  - d) 30-second commercial.
- 3) Website features (utilize free website design similar to weebly.com) – must have a minimum of 3 pages on company website.
  - a) Mission Statement;
  - b) Theme;
  - c) Highlights of each page.
- 4) Formal Letter to Investor (Shark Tank) [letter should be in hand, not on screen]
  - a) Details of requested dollar amount and % of company to investor;
  - b) Goal for money received and reasons you are requesting that amount.
- 5) Create a unique sample product for your business.
- 6) Create a Power Point for the Final Presentation

## First Speeches:

### Template:

I am the \_\_\_\_\_ for (name of your company). As the \_\_\_\_\_ I (cut and paste about 3 sentences from your job description).

For the project, I assisted with the development of the Budget Plan. I created the Projected Income Graph. I also created the Letterhead and helped with the Commercial.

### Example:

I am the Chief Financial Officer (CFO) for Super Industry, Inc. As the CFO, I am primarily responsible for managing the financial risks of the corporation. I am also responsible for financial planning and record-keeping, as well as financial reporting to higher management. The CFO supervises the finance unit and is the chief financial spokesperson for the organization. The CFO reports directly to the Chief Executive Officer (CEO) and directly assists the Chief Operating Officer (COO) on all strategic and tactical matters as they relate to budget management, cost benefit analysis, forecasting needs and the securing of new funding.

For the project, I assisted with the development of the Budget Plan. I created the projected income graph for the budget. Also, I created the letterhead and helped with the commercial. Finally, I created the "Contact Page" on our website.

## MC: (to manage time based on the clock; entire program to be 12-20 minutes)

The MC will first call upon the CFO to come up to the lectern to give a brief explanation of:

**Business Plan by \_\_\_\_\_:**

The MC will next call upon the Marketing Director to come up to the lectern to give a brief explanation of:

**Company Branding by \_\_\_\_\_:**

The MC will next call upon the COO to come up to the lectern to give a brief explanation of:

**Website Features by \_\_\_\_\_:**

The MC will next call upon the H.R./Community Relations Director or the CEO, if he/she is not the MC to come up to the lectern to read the:

**Formal Letter by \_\_\_\_\_:**