

Final Group Investor Presentation

Your final presentation for this class will be an investor presentation 15-20 minutes long. The presentations will be given by groups of 3-4 students of your choosing. For this presentation, you will imagine you are creating a business, and presenting this business to a group of investors who may or may not invest in your company. During these presentations, your group will be competing against other groups for the money of the investors.

During your presentation, you should include any information that will be useful to your investors. Some ideas for information to include are:

- What will your business do?
- What product or service will your business provide?
- How much will your product or service cost?
- How much profit will your product or service make per unit?
- How many units of your product or service do you expect to sell per month?
- What materials will your business require?
- What kind of customer do you expect to use your company?
- What kind of building, store, or office will your company require?
- Where will your business be located?
- How much money does your business need to start?
- How will the start-up money be used?
- What methods of advertising does your company plan to use?
- How much profit can the investors hope to receive per month?

You may answer any or all of these questions, but might also talk about anything related to your business that you think your investors would want to know.

All of the materials used during your presentation must be made by your group. You may not use any materials copied from other sources or get help from other students or teachers. If it is found that your group has copied outside materials or received outside help, your whole group will fail the presentation. All group members must speak during the presentations. You may have notes to help you during your presentation time, but you may not read your presentation. Remember: you are presentation to the group and not doing a dialog.

The group presentation will be worth 40 points of your final grade. The grades for the presentation will be given partially by the instructor (30 points), partially by your group members (5 points), and partially by the other students in the class (5 points).

The instructor will grade on:

- Correctness of the presentation material, including grammar, pronunciation, and word use.

- Usefulness of the information provided.
- Clarity and thoroughness in explaining the business idea.
- Confidence and poise.
- Ability to answer questions about the business from investors.
- Prepared materials, including handouts, advertisements, posters, models, and any other materials prepared outside of class for the presentation. A copy of all prepared materials must be given to the instructor.
- A short written report (200-300 words) explaining WHY your group chose to make this business, WHY you think investors will give your business money, and what you prepared for the presentation. This report is about your presentation and NOT about your business, so this material should be totally different from the material provided in class.

The instructor will take notes on your presentation and give your group a final grade based on the above criteria. This will account for 30 points of your grade.

The members of your group will rate how much you contributed to the group from 0 (did not help with preparation) to 5 (helped very much with preparation). The scores will be averaged and given to each member individually (5 points).

The other students in the class will grade students by “investing” in their company. Each student will have a paper listing each presentation group, and will have \$300,000 to invest in any of the companies as they choose. For example, if there are 4 groups, a student might invest \$50,000 in group 1, \$100,000 in group 2, \$125,000 in group 3, and \$25,000 in group 4 ($50,000 + 100,000 + 125,000 + 25,000 = 300,000$). Groups that receive the most investment money will get 5 points. Groups that receive the least investment money will get 0 points.

Investors should give their money based on the following questions:

- Do I think that this company is a good idea?
- Do I think that this company is a good investment (will it last for a long time, and will I receive profit from the company)?
- Could I understand all the information that the presenters provided me?
- Did the presenters provide all the information about the company I wanted?
- Could the presenters answer questions about their company well?

Investments will account for 5 points of your grade.

Presentation groups should be provided on May 28th during class time. The order of the presentations will be determined on that day. Presentation ideas and questions can be discussed with the instructor during class time on June 4th and 6th or by email at any time.

The presentations will be given on June 11th and 13th. All materials (including the written report) are due at the time of your presentation.