**BUSINESS PRESENTATIONS (THE CLASSROOM PITCH)**

*In addition to the above written part, to receive full credit, you must present your findings to us, the investors.*

As a start-up company, it is necessary that you secure financing to bring your product/service to market. Commercial banks would not be a likely source of funding, as you would be too high of a risk. Therefore, you must go before a group of private investors, who are willing to take the risk (*in* *exchange for a potentially high payout*) and invest in your ideas. You must convince the investors thatyou have a viable and profitable business enterprise.

***The following is a list of requirements for the presentations.***

* ALL team members involved in the business enterprise are to be present on the assigned presentation date, unless otherwise arranged and approved. All team members are to participate in the written work as well as the presentation itself.
* Presentations are to be a minimum of five minutes and a maximum of 10 minutes.
* Presentations will include a minimum of four visual aids. This is a partial list of possible examples:

One print ad for a newspaper or magazine. You must do this anyway. Why not show it to the group?

* Your income statement/financial report. Again, you must do anyway for full credit.
* Product prototype, picture of a possible location/building, tools or machines involved in

your business.

* A graph (you will eventually do this anyway), logo (already done), chart, additional video,

etc.

* Presentation software
* A short promotional film in addition to your TV ad. The TV ad does NOT count as a visual.

**Presentation Outline**

*Here is what you will do the day that you present. Remember, you have to do this in five to 10 minutes.*

* Introduce your company and your team members. Treat the presentation like a real “pitch”

for funding. Consider us as strangers. You do not know us and we do not know you.

* Give detailed answers to all the written questions. Remember you have a certain amount

of time (10 minutes). Give yourself time to answer the questions in the presentation and then consider anything over and above the information and answers.

* Present your estimated income statement/financial report (*Question 16*).
* Present television commercial (*radio only if you have time*).

o How much money will you need to start the business? Tell us how much you are asking

from us today (*Question #17*).

o Answer questions from investors.

**Get to work, start now, start now, and start now! Good luck.**