

Final Group Investor Presentation

Your final presentation for this class will be an investor presentation 20-25 minutes long, plus an additional 3-5 minutes for questions from me and other students. The presentations will be given by groups of 4-5 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 making a presentation to the group and not doing a dialog, so you should be speaking to us and not to each other.

The group presentation will be worth 30 points of your final grade. Your group will receive one grade from me at the end of the presentation, and then the grade will be adjusted by comments from your own group members and the amount of “money” you receive from the class.

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 in the material presented
- 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.
- Asking questions to other groups (each group member must ask at least one question per class)

The members of your group will then state how much of the work for your group you contributed. Your grade will be adjusted based on their responses.

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 ($50,000 + 100,000 + 125,000 + 25,000 = 300,000$). You cannot invest in your own group. The group that receives the most money will get 2 bonus points, and the group with the second most will receive 1 bonus point. The group with the least money will receive a 1 point deduction.

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?

Your groups and the order of the presentations will be decided today. There will be a little time to prepare your presentations and practice on June 3rd and 4th, but most of the work will need to be done outside of class time.

The presentations will be given on June 8th through June 11th. All materials are due at the time of your presentation.