**Business Plan Project**

You will need to brainstorm for this project. You will need to come up with a product or a service and make a business out of it. Below you will find the information I am requesting from you.

1. Cover Page
2. Table of Contents
3. Executive Summary
4. Business Description
5. Mission Statement
6. Type of Business
7. Name
8. Location
9. Product Description
10. Position
11. Pricing Strategy
12. Market and Industry Analysis
13. Customer Profile
14. Market Segment
15. Target Market and Demographics
16. Competition
17. Sales and Marketing
18. Method of sales
19. Advertising and Promotion
20. Slogan
21. Character/Spokesman
22. Management
23. Ownership

You will need to put this information into a **PowerPoint** including the information above. Think of this presentation as our version of “Shark Tank”. You need to make the rest of the class want to invest in your business. Be sure to follow the PowerPoint example document and the rubric.

Things to remember:

* Follow the rubric and the PP example.
* Create a business that you could ACTUALLY start here in school.
* You are not stuck with this idea for your actual business, but if you come up with a good idea now it will make your job easier later this year when we actually build a business.
* Take your time and do it right! This assignment should take you some time – it’s not a race. Do it well and do it right!

**Presentation**

Students will develop a business plan for a hypothetical or actual business and put the information into a PowerPoint. Students will also orally present their plan to the class in detail.

The following are the basic rules and guidelines established for the Shark Tank Challenge.

* A student or student team may submit one entry only.
* All ideas or business concepts must be legal, within the boundaries of local or state laws, and be ethical.
* This challenge is meant to encourage the actual development of entrepreneurial skills.
* Business plan ideas will be graded on feasibility. (is this something you could actually do?)
* All ideas and business concepts submitted are expected to be original and created solely by the student.
* The student must complete his/her/their own business plan. Adult assistance, aside from your instructor, should be limited to advice only!
* All ideas submitted will remain the property of the submitting student.
* The Business Plan will be scored separately from the presentation. Both scores will be based on the rubrics given.
* The oral presentation should be at least 5 minutes in duration and no more than 10 minutes in length.
* The oral presentation will be scored based on the criteria outlined.
* The oral presentation score will represent the command of information, data, clarity in presentation, “persuasion” of investment potential, and ability to respond to the judge’s inquiry.
  + Remember – think Shark Tank when creating your presentations!

**Presentations start November 7th, 2017**

**Your business plan is due the day of your presentation.**