**Business Venture: Presentation**

**Congratulations on your success – your marketing plan is really driving your business! Due to the increase in sales and volume, you have decided to expand your business. You are preparing to meet with a group of investors in a few days to give a brief presentation of your company and your success. You need to sell your business to the group – the goal is to get at least one of them to invest in your idea!**

**Objective:** Demonstrate collaboration with peers while using technology. Develop and present a well-organized, visually appealing, informative presentation.

**You will create a brief presentation highlighting your company and its current success. You will need to make sure you are giving a lot of details, as the investors are going to decide whether or not to continue funding your business idea.**

**Some of the details are:**

* **Company name**
* **Company logo**
* **Contact information**
* **Description/highlights of your company – where are you located, what kind of customers do you appeal to (your target market), how long have you been in business, etc.**
* **Description/highlights of your product/service (include product shots, menu, samples, if applicable) – what does your product/service offer to customers, what makes your product/service unique, why should someone buy your product/use your service, etc.**
* **Review of your marketing materials to show what you are currently doing to attract customers (business card, letter, flyer and advertisement)**
* **Review of your commercials to show your current message to potential customers – please be prepared to play both commercials (action and still images) during the presentaiton**

**You will need to create a visual to assist you in your presentation using Mural.ly. I need to be able to visually see, at a minimum, the above information (only speaking, for example, would not meet this requirement).**

**Each person in the group must have a speaking part during the presentation.**

**Business Venture: Presentation Rubric**

**Grade:\_\_\_\_\_\_\_\_\_\_\_/50**

***Digital Tools Demonstration***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item description** | **Excellent** | **Good** | **Fair** | **Poor** |
| **Company information**  **Comments:** | **5 – Company name/logo/contact information inserted and provided on Mural.ly** | **3 – Company name/logo/contact information may or may not be inserted and provided on Mural.ly** |  | **1 – Company name/logo/contact information not inserted or provided on Mural.ly** |
| **Marketing materials**  **Comments:** | **5 – All of the marketing materials are included on Mural.ly** | **3 – Most of the marketing materials are included on Mural.ly** | **2 – A few of the marketing materials are included on Mural.ly** | **1 – None of the marketing materials are included on Mural.ly** |
| **Commercial**  **Comments:** | **5 – All of the commercials are included on Mural.ly** | **3 – One of the commercials is included on Mural.ly** |  | **1 – None of the commercials are included on Mural.ly** |
| **Visual**  **Comments:** | **5 – An excellent visual is provided using Mural.ly** | **3 – A good visual is provided using Mural.ly** | **2 – A fair visual is provided using Mural.ly** | **1 – A visual is not provided using Mural.ly** |

***Entrepreneurship Demonstration***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item description** | **Excellent** | **Good** | **Fair** | **Poor** |
| **Company description**  **Comments:** | **5 – An excellent company description provided in order to inform investors** | **3 – A good company description provided in order to inform investors** | **2 – A fair company description provided in order to inform investors** | **1 – A poor company description provided in order to inform investors** |
| **Product/service description**  **Comments:** | **5 – An excellent product/service description provided in order to inform investors** | **3 – A good product/service description provided in order to inform investors** | **2 – A fair product/service description provided in order to inform investors** | **1 – A poor product/service description provided in order to inform investors** |
| **Cohesive Design**  **Comments:** | **5 – Logo/contact information/font size/color scheme used to create a unified business message** | **3 – Logo/contact information/font size/color scheme may or may not be used to create a unified business message** |  | **1 – Logo/contact information/font size/color scheme not used to create a unified business message** |

***Oral and Written Communication Demonstration***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item description** | **Excellent** | **Good** | **Fair** | **Poor** |
| **Preparedness**  **Comments:** | **5 – You are very prepared and have rehearsed your presentation** | **3 – You are prepared and have rehearsed your presentation** | **2 – You may or may not be prepared and may or may not have rehearsed your presentation** | **1 – You are not prepared and have not rehearsed your presentation** |
| **Collaboration**  **Comments:** | **5 – All of the members have participated during the presentation** | **3 – Most of the members have participated during the presentation** | **2 – Some of the members have participated during the presentation** | **1 – None of the members have participated during the presentation** |
| **Public speaking**  **Comments:** | **5 – All of the members display good public speaking skills: all speak loudly and clearly during the presentation, face the audience, stand straight, do not fidget, etc** | **3 – Most of the members display good public speaking skills: most speak loudly and clearly during the presentation, face the audience, stand straight, do not fidget, etc** | **2 – Some of the members display good public speaking skills: some speak loudly and clearly during the presentation, face the audience, stand straight, do not fidget, etc** | **1 – None of the members display good public speaking skills: none speak loudly and clearly during the presentation, face the audience, stand straight, do not fidget, etc** |