

New Business Presentation

Innovations and inventions are a big part of business. Working with a partner, develop a brand new business idea. You will create a short presentation for your business and create an advertisement for this business as well.

Your presentation should include the following slides:

1. Title Slide
 - a. Include the name of your business
 - b. Include the name of the people in your group
2. Description of Business
 - a. Describe your business.
 - b. What it will do/sell.
 - c. Tell what type of business you will have: extractor/manufacturer, marketer, or service
 - d. Explain why you think your business is this type.
3. Target market
 - a. Identify your target market
 - b. Give specific demographic information-don't just say, "everyone"
 - c. Explain why you think these people will purchase your products/services
4. Raising Capital
 - a. Explain what you will do to raise capital for your business
5. Using Human Resources
 - a. Explain how many people you think will need to run your business and their job titles
6. Marketing Goods and Services
 - a. Explain how you will get information out about your business to potential customers
7. Advertisement
 - a. Create an advertisement for your business
 - b. Include any special deals or promotions
 - c. Include a message that appeals to your target market.

Other Requirements

- Include at least one graphic image on each slide.
- Each correct slide with a graphic image will be worth 10 points for a total of 70 points (formative assessment).
- Bonus points will be awarded to each group or individual who volunteers to present to the class.
- When you have finished, please turn your presentation in on Canvas.
- If you work with a partner, you and your partner both will submit the presentation to Canvas.

