

# Work 6112 Entrepreneurship and Business Innovation

## Group Presentation and Written Project

### ***Aim:***

The aim of the project is for you to go through the process of new venture creation in a small group and to demonstrate a familiarity with some of the major issues associated with setting up a new venture.

This handout provides most of details you need to complete the assessment. Additional information and readings on specific topics will be distributed throughout the course.

### ***Group allocation:***

You will be allocated to groups of no more than five in class. You will be given the opportunity to form your own groups. If you cannot find a group to be a member of the lecturer will allocate you to a group. The main criteria used will be suitability of meeting time.

### ***Major tasks:***

There are two major tasks associated with the group work

- a. oral group presentation at the end of semester Entrepreneurship and Business Innovation Showcase (Date TBA)
- b. written group business proposal (due two weeks after showcase)

### ***Milestones:***

To help you prepare for the major tasks there are a series of milestones that groups can work towards. Milestones One and Six are compulsory. Milestones 2, 3, 4 and 5 are optional. Groups that submit written work at the milestone date will receive written feedback on their progress. Written work handed in at milestone dates should be no longer than 2 A4 pages and should include your group number at the top.

The milestones are as follows.

1. Description of new venture team and schedule of meetings
2. Identification of potential business ideas and justification of chosen area
3. Draft market and competitor analysis
4. Draft financial plan
5. Draft organisational plan
6. Minutes of group meetings

### ***Meeting Schedule***

While groups can choose how they structure their meetings, and the topics they cover, the following meeting schedule is provided as a guide

#### **Week 6: Description of project team and meeting schedule (Milestone 1)**

Groups are required to prepare a summary of the strengths of the business team. They are also required to provide a list of scheduled meeting dates and topics that are likely to be covered. They must also allocate minute taking responsibilities and tasks to be completed before the next meeting.

#### **Week 7 and 8: Identification of business opportunities and justification of choice (Milestone 2).**

In these meetings groups should brainstorm a number of business ideas and agree on alternatives. They should be able to justify why they have accepted one idea and rejected others.

#### **Week 9: Market and competitor analysis (milestone 3)**

In this meeting groups should identify what is known about the market and competitors in the business area they have identified. Allocate tasks for next meeting.

#### **Week 10: Financial plan and sources of funding (milestone 4)**

In this meeting groups should consider financial issues associated with the new venture. This should include a three year projection of costs and potential revenues as well as details about the sources of funding required by the venture.

#### **Week 11: Organisational plan (milestone 5)**

In this meeting students should consider legal and technical issues associated with the new venture. This may include legal structure, protections for intellectual property, physical location of the business, leases and rentals associated with starting up the business, issues associated with accounting practices etc. They should also address issues associated with the organisation and staffing of the new venture.

#### **Week 12: Presentation discussions**

In this meeting groups will have an opportunity to finalize arrangements for the Entrepreneurship and Business Innovation Showcase.

#### ***More on assessment tasks***

##### ***Oral Presentations***

There will be more detail given about oral presentations in class. However here are some main points

- It should be assumed that the oral presentation is being made to an audience of potential investors/ venture capitalists.
- Presentations should be no more than 20 minutes.
- Groups can elect one or more spokespersons or each member can have a turn.
- Groups are encouraged to use visual aids (Powerpoint presentations, graphs, charts etc.)
- The presentation should include the following information
  - The business idea
  - Industry and competitor analysis
  - Financial plan and funding needs
  - Strengths of the group
  - Relevant information associated with legal, technical, staffing and organisational issues.
- Students will receive oral feedback from at least one member of the expert panel and a one page set of written comments from the lecturer.
- Assessment criteria for the oral presentation include: clarity of presentation of the business idea, coherence of industry analysis, financial plan and assessment of relevant organisational issues.

##### ***Written Group Report***

There will be more detailed information on the written group report provided during the course. The following provides a general outline of its structure and some information about its content.

There is no word limit for the proposal, however overall the proposal should be no longer than 20 pages in length.

The written group proposal is due two weeks after the Entrepreneurship and Business Innovation Showcase.

The report should contain the following sections:

1. Executive Summary (No more than two A4 pages containing a summary of the main information in the report.)
2. Description and Justification of Business Idea
3. Strengths of the Project Team

4. Industry and Competitor Analysis
5. Financial Plan, Necessary Funds and Sources of Funding
6. Legal and Technical Issues
7. Staffing and Organisational Issues
8. Appendices- minutes of meetings; any other relevant information

The proposal should be presented in a professional fashion

Students should assume that the document is being written for someone who is considering investing in the venture.

Assessment criteria will include- quality of presentation, clarity of ideas, quality of justification of business idea, quality of analysis in sections 4, 5, 6, & 7.

### ***Final Grades - Confidential Peer Assessment***

The contribution of the group written presentation to the final grade will be moderated by peer assessment of your contribution to the group. You will be asked to complete a confidential report on the contribution of each member to the group. If your group members judged your contribution to be unsatisfactory, your final mark for the group assignment may be reduced by up to 10%. If all of the members of your group indicate that you made no contribution you will not receive any marks for the final group project.