

# **PRESENTATION**

## STUDENT GUIDELINES FOR THE PRESENTATION

The Entrepreneurship Experience Capstone presentation is a culminating event. It should reflect elements of the business plan and the portfolio.

1. Prior to the presentation confirm the time and place. Also confirm with the Faculty Advisor that the judges have been invited.
2. Plan the presentation *using the presentation rubric*: Check the speech itself – Do you have an introduction (attention-getting device)? Is your outline completed? How are you going to conclude your presentation (a concluding device)?
3. Prepare audio / visual materials that you will need. Check the technology to make sure it's working and ready to use.
4. Practice and time the presentation using the audio/visual materials.
5. Arrive early to check that everything is in order and functional.
6. Keep these tips in mind when answering questions following your presentation:
  - a. Answer with confidence.
  - b. Request clarification when necessary.
  - c. Admit when you don't know the answer.
  - d. Pack up and remove product/presentation materials.
7. Send thank you notes to your Mentors, Faculty Advisors, and judges.
8. Please dress according to business standards. If you are not sure what constitutes appropriate dress, consult your Faculty Advisor.
9. Do not chew gum.
10. Be aware of your body language. Avoid nervous gestures that may adversely affect your presentation.
11. Maintain eye contact with the judges.
12. Do not read your presentation.
13. Practice your presentation several times until you feel comfortable with its format and content.

Try to anticipate what questions the judging panel might ask and plan the answers you would give.

# **ENTREPRENEURSHIP EXPERIENCE PRESENTATION**

## **I. Presentation of the Business Plan**

- A. Describe the nature of the business
- B. Explain why you chose this particular business
- C. Provide an overview of the business plan
- D. Explain what you learned about the business you selected and about yourself
- E. Describe whether the Experience affects your future plans and how you can use what you learned from this Experience later on in life.

## **II. Portfolio**

- A. Personal Statement regarding business selection and future goals
- B. Best Works: Highlight sections of the portfolio as evidence of both academic and employability skills that support the Personal Statement including but not limited to the following areas:
  - 1. Research
  - 2. Problem Solving
  - 3. Technology Information
  - 4. Teamwork
  - 5. Written Communication
  - 6. Financial Analysis
- C. Accomplishments and activities highlights
- D. Post High-School Plan

## **III. Time**

- A. Formal Presentation of the business plan (8-10 minutes)
- B. Question and Answer Session (5 minutes)
- C. Judges Scoring (5 minutes)
- D. An audio/visual aid is required.

## **IV. Presentation Performance Evaluation**

- A. Audience: Business Community Members and Teachers
- B. Areas to be evaluated with feedback:
  - 1. Content
  - 2. Organization
  - 3. Delivery and Professionalism
  - 4. Impromptu Skills

## ELEVATOR SPEECH GUIDELINES

### **Company Name:**

### **Describe your business or business idea:**

What is the product or service you will be selling and what need does it address?

What is the status of your business? Is it an idea or do you have current sales?

What is your strategy for growth and long term plans for the business? If there is an exit strategy what is it?

### **Describe your market:**

What is the target market?

How Large is the market and is it growing?

What are your competitors?

### **Management Team:**

Who is your management team? What is their role in the business and what expertise and experience do they have?

### **Financials:**

How much money do you need and what will you use it for?

What will be the return on the investment and how much risk is involved?

## TIPS FOR SUCCESS – ELEVATOR SPEECH

An Elevator Speech is a short presentation given to potential investors/financiers for the purpose of gaining financial support for business implementation. Following are tips for a successful presentation.

### 1. Determine what is unique about what you do

The whole idea behind a great elevator pitch is to intrigue someone. It's an ice-breaker and a marketing pitch, all rolled into one.

Your elevator pitch must have a hook. "I own a flower shop downtown" doesn't hold a candle to "I'm a specialty florist who deals in rare, South American tropical flowers that bloom in the winter."

### 2. Make it exciting

A superior elevator pitch increases your heart rate. It speaks to who you really are and what excites you about your business. It has integrity. What is it about your business that really motivates you? Incorporate that.

### 3. Keep it simple

A good elevator pitch doesn't try to be all things to all people. Rather, it conveys a clear idea in a short amount of time. It might be a few sentences, but not more than a paragraph or so. Keep it under 30 seconds.

### 4. Write it down

Write down your pitch, say it out aloud, re-write it, and then re-write it again.

### 5. Practice, and then practice some more

The first few times you try out your elevator pitch may be a bit uncomfortable, but it gets easier. After a while, it will become second nature to you, and when it does, you will be glad you practiced.

## GUIDELINES FOR JUDGES

1. Be aware that these students have no past - all you know about them will come from their portfolios and their oral presentation only. If the student has a disability or special need, you may be advised of that.
2. Consider the risks these students have taken. Many have stepped out of their comfort zones to try new things – they have taken risks in order to learn something worthwhile to them. The Entrepreneurship Experience is successful if the student has learned. The more learning that has taken place, the more successful the Experience.
3. All judges need to preview the student's work by examining the student portfolios. Remember that the portfolios have already been evaluated. You are examining them in order to become familiar with the student's work on the Entrepreneurship Capstone Experience.
4. The portfolio should include, but not be limited to:
  - Entrepreneurship Experience overview
  - Any approval and/or verification forms
  - Mentor information
  - Business Plan – draft and final copies
  - Journal entries
  - Entrepreneurship Experience self-evaluation form

We hope this turns out to be a rewarding experience for all of you who have volunteered to help. Thanks again for your support.