Small Group Project: Developing a Successful Business Plan

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Student Names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Block \_\_\_\_

Directions: Work together with your partner(s) to create a successful business plan. After you create your business plan, you will give a presentation (with a ppt, prezi, video, weebly website, skit, etc.) to your classmates on your business plan and why it is a good one. Your classmates will then decide if they would invest in your business plan or not. Make sure you follow the checklist and grading rubric to be successful on your grade.

Checklist

* \_\_\_\_ Yes, our group has answered all of the important economic questions for our business plan.
* \_\_\_\_ Yes, our group has created a presentation (ppt, prezi, video, website, poster, glogster.com, thinglink.com, skit, etc.) that will knock the socks off of potential investors.
* \_\_\_\_ Yes, our group is familiar with our presentation and is ready to present it, not just read it.
* \_\_\_\_ Yes, our group is familiar with the grading rubric and we are ready to get a high grade.

Grading Rubric

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Topic | Excellent (5 pts) | Good (4 pts) | Average (3 pts) | Poor (2 pts) |
| Followed Instructions | Students met all of the expectations given in the instructions. | Students met most of the expectations in the instructions. | Students met some of the expectations in the instructions. | Students did not make an effort to meet the expectations. |
| Creativity | Students clearly put a lot of thought into their plan and presentation. | Students put some thought into their plan and presentation. | Students put little thought into their plan and presentation. | Students put no thought into their plan or presentation. |
| Stayed On Task | Students worked hard and kept each other on task. | Students were usually on task. | Students had to be reminded regularly to stay on task. | Students were off task. |
| Quality Presentation | Students created a visually engaging presentation that engaged the audience. | Students created a neat presentation that looked nice. | Students created a presentation that wasn’t very engaging. | Students created a boring presentation without good visuals. |
| Respectful of Other Presentations | Students were listening to other groups during their presentations and were asking good questions. | Students were listening to other groups most of the time. | Students weren’t that interested in other group’s presentations. | Students were disrespectful of other group’s presentations. |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Project Final Grade out of 25 available points

Directions: Answer these important economic questions to help you develop a business plan.

1. What are you going to produce / sell?
2. How are you going to produce / sell it?
3. Where are you going to produce / sell it? Why?
4. Who is going to buy it? Why?
5. How will you advertise? Why that way?
6. How much money do you think you will need to start your business? What will the $ be used for?