

## THE BUSINESS PLAN (PERFORMANCE TASK)

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Grade: 11<sup>th</sup> & 12<sup>th</sup>  
Entrepreneurship: Standard -03 (Create a Business Plan)

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### GOAL:

When an individual (or a group of individuals) starts a new business, the development of a business plan is an essential step for its success. The main reason why this performance task has been assigned is that the business plan incorporates many of the business principles discussed in this class. Putting together this business plan will provide you an opportunity to see how all the different business concepts are combined to create a successful company.

### TASK:

You are an entrepreneur starting a new business. To improve your chances of success you decide to write a complete business plan for that business. Your business plan will include; creating a company structure, developing a new product, financial considerations, marketing, sales and future expansion. Once the business plan is complete you will present it to the other students in class (venture capitalists) and try to persuade them to invest in your company.

### AUDIENCE:

The audience for this task is a group of venture capitalists who will consider providing the start-up capital for your new company. Their decision will be based on the quality of your business plan and the professionalism of the final presentation where you will “pitch” your business idea to them.

### PROCEDURE:

1. You will decide what kind of new business you will start. The company must be a manufacturing operation bringing a new product to market. The requirements for the business are listed below.
2. You will begin writing each section of the business plan as assigned by the teacher. Each section will have a due date.
3. Once all the sections have been written they will be assembled into an attractive report using a format that will attract potential investors.

4. Finally, you will present your business plan (10 minutes) to the group of venture capitalists and defend your plan by answering questions.

### BUSINESS PLAN REQUIREMENTS

Attached to this outline are materials describing the sections of a business plan. The plan you develop should include all these areas. If you have questions about the plan for your specific company you should discuss them with me.

Since one of the main purposes of this business plan is to attract investors, you must be very specific in determining how much capital you are looking for and what you are willing to pay for their capital.

Each company will:

1. Have a corporate structure with stock. This will make it easier for you to attract venture capital for your company (equity position).
2. Have planned for at least two corporate locations within the first 3 years.
3. Have a Organizational Structure with at least 3 levels of management (top, middle and front-line).
4. Have at least 50 employees planned for in the first 3 years.

### PROJECT TIMELINES

Business Concept Worksheet Due: \_\_\_\_\_

Section 1 \_\_\_\_\_ Due: \_\_\_\_\_

Section 2 \_\_\_\_\_ Due: \_\_\_\_\_

Section 3 \_\_\_\_\_ Due: \_\_\_\_\_

Section 4 \_\_\_\_\_ Due: \_\_\_\_\_

The Complete Assembled Business Plan Due: \_\_\_\_\_

The Venture Capitalist Presentation Due: \_\_\_\_\_

