

FALL, 2014

**Introduction to Economics
The YEP
The Yarmouth Entrepreneurs Project**

INTRODUCTION: Welcome to the YEP! Over the next few weeks you will work with your partner(s) to design your own original business as you embark on a fictional journey of entrepreneurship. You will be competing with your classmates to create the most profitable business. The competition will result in a series of business proposals in front of our “Distinguished Panel” who will evaluate all the proposals and decide which business will be the most attractive and profitable for their investment.

THE PUBLIC PRESENTATION:

1. Keynote with a full description of your entrepreneurial idea as part of your 8-part *Business Plan*
2. At least one survey or poll to provide empirical data
3. Survey results and multiple graphs to explain your data
4. Explanation of estimated expenses and long-term profit analysis
5. The inclusion of your equity offer and your “ask”

FINAL WRITTEN PRODUCT: The formal Business Plan is the final proposal and should include all of the following.

1. Executive Summary (1 page)
“Highlights” like the “ask,” profit analysis, and start-up plan
2. Company Description (1-2 pages)
Start-up plans and summary of what you’re making/selling
3. Product or Service (1 page)
Thorough description of your product and it’s benefit(s)
4. Market Analysis (1 page)
What the market wants and how you’ll meet those wants
5. Strategy and Implementation (1-2 pages)
The building, the making, the costs, and marketing & selling
6. Web Plan Summary (1 page)
create a website and explain how you’ll use it
7. Management Team (1 page)
Description of you, your resume, and why you’re “the best”
8. Financial Analysis (1-2 page)
Research, surveys, analysis, and predicted debt & profits

FALL, 2014

SUMMARY: In short, your report could be as simple as eight written pages and a few pages of data, financial analysis, and graphs. However, this is NOT an exercise in minimalism so be sure to be thorough. In addition, be sure you have the foundation for the most effective and interesting proposal and presentation.

PRESENTATION: We will invite a panel of “investors” to our class on the day of presentations and you and your partner(s) will make a business proposal that will include an equity offer and the “ask” (the amount of money you’re asking to invest). Your proposal should be interesting, engaging, informative, professional, and extraordinarily thorough. You can use charts, images, pictures, power-point presentations, video, or any other creative device you can create to make your proposal as PROFESSIONAL AS POSSIBLE. You need to impress the panel so that they choose your business for investment and your group as the winner. Obviously your grade will reflect the decision of the panel.

GRADING: You will be graded in the following fashion:

100 points = Written Work

-Business Plan

-Mechanics (12pt, DS, 1inch, cover, grammar, etc)

50 points = Data

-Survey results

-Graphs

-Financial analysis

-Cost analysis

50 points = Keynote

-Professionalism

-Images (4)

-The equity offer and the “ask”

100 points = Presentation

FALL, 2014

**YARMOUTH ENTREPRENEURS PROJECT
INVESTOR EVALUATION**

STUDENTS: _____

BUSINESS PROPOSAL: _____

- 5: Exceeds the standard
- 4: Above the standard
- 3: Meets the standard
- 2: Below the standard
- 1: Does not meet the standard

*You are evaluating presentations as though you were an active investor with the funds required to invest in any of the YEP proposals. Your personal opinion is what matters most so please evaluate the presentations and the presenters through your own interpretation of the 5-point rubric.

Introduction	5	4	3	2	1
Business Proposal	5	4	3	2	1
Financial Analysis/Explanation	5	4	3	2	1
The “Ask”	5	4	3	2	1
Professionalism	5	4	3	2	1
Presentation and Visual	5	4	3	2	1

TOTAL: _____ **out of 30**

COMMENTS: