

**Grade 10 Business Plan Assessment Task**

You must prepare a business plan for your business which will take the form of a ***presentation***. You will deliver this as a 5 - 8 minute pitch to the NIS Dragons. The quality of the pitch will determine the rate of interest charged on your loan. The presentation will be graded using **Criterion C (Communicating)**.

**Presentation guidelines:**

* 5 - 8 minutes in length
* All members of the group to speak for an equal amount of time
* A visual presentation used to support the speech (for example Keynote, Powerpoint or Prezi)
* All rules for excellent and effective presentation must be followed (loud clear speech, eye-contact with audience, do not read but use notecards)

**What to include in your presentation:**

1. Begin with an introduction to your business: the name of the business and the people running it, the logo, what you plan to sell (or do), and what the goal of the business is.
2. Explain why you believe the business will be successful by summarising the market research you carried out and presenting any other evidence you have to prove the future success of the business (this could be skills you have within your group, quality of the product, previous experience in business).
3. Details of marketing activities (product, price, promotion and placement), with explanations and justifications.
4. Details of your financial planning (break-even chart(s) & a cash-flow forecast). You should explain how you are using your loan capital, and estimate how much profit the business will make.
5. Summarise why the business will be a success.

|  |  |  |
| --- | --- | --- |
| **Assessment Rubric – Grade 10 Business Plan Presentation** | | |
|  | **Criterion C** | **TSC** |
| **1-2** | Communicates information and ideas by attempting in a limited  way to use a style that is appropriate to the audience and purpose | * The presentation under/over by 3 minutes or more. * The presentation is not effectively communicated with a poorly structured electronic presentation that accompanies the speech. Some slides are clear and legible with suitable fonts and colours. Or no visual presentation used or a very simplistic electronic presentation. * The speakers make a limited attempt to speak clearly and loudly to the audience, making very little eye-contact and not using notecards. Mainly reading. * The presentation is followed by the audience with difficulty and uses a formal tone appropriate for a pitch requesting finance from the Dragons at times. * Some required information is included and it is not very clear why finance is needed or how it will be used. * The pitch suggests that the business has a low chance of being successful. |
| **3-4** | Communicates information and ideas by using a style that is sometimes appropriate to the audience and purpose | * The presentation is over or under by 2 Minutes * The presentation is sometimes effectively communicated with a well structured electronic presentation that accompanies the speech appropriately at times. Some slides are clear and legible with suitable fonts and colours. Or no visual presentation used or a very simplistic electronic presentation. * The speakers sometimes speak clearly and loudly to the audience, sometimes making eye-contact and using notecards. Mainly reading. * The presentation is sometimes easily followed by the audience and uses a formal tone appropriate for a pitch requesting finance from the Dragons at times. * Some required information is included and it is partly clear why finance is needed and how it will be used. * The pitch suggests that the business may be a success. |
| **5-6** | Communicates information and ideas by using a style that is often appropriate to the audience and purpose | * The presentation is under by 30seconds or cut short * The presentation is often effectively communicated with a well structured electronic presentation that accompanies the speech appropriately at times. Most slides are clear and legible with suitable fonts and colours. * The speakers often speak clearly and loudly to the audience making regular eye-contact and using notecards. Some reading. * The presentation is often easily followed by the audience and uses a formal tone appropriate for a pitch requesting finance from the Dragons at times. * Most required information is included and it is partly clear why finance is needed and how it will be used. * The pitch suggests that the business has a high chance of being successful. |
| **7-8** | Communicates information and ideas effectively by using a style that is consistently appropriate to the audience and purpose. | * The presentation is 5 -8 minutes in length * The presentation is effectively communicated with a clear and well structured electronic presentation that accompanies the speech appropriately. All slides are clear and legible with suitable fonts and colours. * The speakers all speak clearly and loudly to the audience, making regular eye-contact and using notecards. No reading. * The presentation is easily followed by the audience, uses a formal tone appropriate for a pitch requesting finance from the Dragons. * All required information is included and it is clear why finance is needed and how it will be used. * The pitch suggests that the business has a very high chance of being successful. |