Capstone Defense & Presentations Topic/Question Consideration

- Rationale for the business entity selected
- Assumptions for initial funding
- PEST Analysis leverage & mitigation
- Target market considerations, assumptions and determinants
- SWOT Analysis leverage & mitigation
- Key ratios: which ones and why
- Break even analysis: methodology used
- Financial assumptions: how are they derived and supported
- Scenario analyses: assumptions related to best case, most likely and worst case
- Scenario analyses: impact on ratios, B/E
- Exit strategies: which ones are considered; assumptions and rationale
- Sources: credibility, rationale