Capstone Defense/Presentation Preparation

1. Your adviser must approve your readiness for defense presentation for Seminar III
2. Bring copies of your executive summary for distribution to audience
3. 10 Minutes maximum time limit (no exceptions)
4. Be precise; get to the point
5. At a minimum and within your 10 minute time allocation, be sure to cover the following:
   a. Who are you presenting to (what kind of stakeholders)?
   b. What’s your company mission & vision?
   c. What kind of entity is it; why?
   d. Funding requirements; industry analysis key point(s); Market analysis key point(s)
   e. Financing: Key ratios and B/E
   f. Exit Strategies
   g. Summary (what do you want us to walk away with regarding your plan)

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