Suggested Topics to Cover

- Purpose of Business Plan; Mission, Core Values, Major Goals
- Product/Service Description & Rationale
- Marketing Plan (including pricing strategy)
- Distribution Plan
- Operations Plan
- Financial Analysis Overview and Rationale
- Investment Requirements
- Conclusions
- References

NOTE: These are not necessarily all the sections that are required in your written plan, so use aspects of each section to support these key topics.
LOGISTICS

- Presentation should last no longer than 10 minutes: EXAMPLE - if you are going to spend 1 minute or so on a slide, then you only have availability for ten slides-do the math!
- Treat the presentation as your opportunity to get funding/support for your plan
- Address the key suggested topics completely
- Use appropriate visuals in the presentation (don’t put lots of words to rewrite the plan)
- Minimize the number of slides to only those required
- Be prepared for questions related to plan
SUGGESTIONS

- *Be prepared*; practice your presentation
- *Be articulate*; know your plan
- *Be professional*; investors support true professionals
- *Be comfortable*; the better you know your material, the better you can present it
- *Have some fun with it*; this is a culminating event for your master journey
QUESTIONS?

Work with your advisor

OR

Set up an appointment to meet with me!

....good luck on the final steps of your masters journey...