

## **Entrepreneurial Presentation Assignment**

This assignment requires you to imagine yourself as an entrepreneur in the most realistic way possible.

Your presentation needs to address the following points:

1. What sort of business might you like to operate? Consider your interests and talents. How is this the right type of business for you? What makes you qualified for it?
2. What sort of services/goods would your dream business provide? How would geography provide for it? Where would you get the resources you need?
3. Would you sell mass produced or hand made products. Why? Would you provide services such as car repairs? What types of people would you employ/any? Why or why not?
4. What are the characteristics (e.g.. age, gender, income) and preferences of your potential customers? How does your product/service appeal to these people?
5. How would you advertise and distribute products or services in your own business? Create an Ad for your product; it can be anything from a simple slogan to a paper ad.

### **Individual Aspect**

Research an entrepreneur and learn about them and their product. Answer the following questions in paragraph format. Why are they an interesting entrepreneur? What did they do/create? Why were they successful? Did they face any barriers? What makes them interesting? 300-500 words.

- Questions 1-5 must be answered using power point or some other presentation software with a minimum of two slides per a question.
- You are basically trying to convince the class to invest in your product/company/idea.
- Your presentation will be assessed on the following.
  - Your answers are realistic and well thought out.
  - Your slides are clear, attractive to look at and your language polished.
  - Your answers are creative and well developed.

*You can work independently or groups of 2-3.*

*Presentations will be on Monday December 14<sup>th</sup>.*

*This presentation is worth 30 marks. Your individual assignment of researching an Entrepreneur will be worth 10 marks. This should be submitted to Turnitin. Rubric to be provided next week.*