

## Lion's Den Business Project



**Main Goal:** You and your partners will create a new business idea/concept that you will present to a group of “Lions” (investors/venture capitalists). You want these “Lion” to invest their money into your business. This is the end product. Keep this end product in mind as you go through the entire process.

The following are elements you **must** include in your business project:

**1) A Business Plan:** To create a successful business, you need to have a plan to follow. Develop a business plan that outlines what your business will do, your staffing needs (labor), your sales and marketing approach and how much start-up financing you will need (how much \$\$ to start everything). Once you have your business plan, you can follow it to create your successful business and use your business plan to interest investors in your company (aka the “Lions”).

**Note:** Be sure that your financing is reasonable and realistic. If not, the “Lions” will not consider investing in your business.

**2) Type of Business:** What type of business do you and your partners plan to create? Spend some time researching the different types of businesses to see the advantages and disadvantages of each. Then, based on what you discover about the different business types (there are 3 main categories) decide what type of business you will create and explain the reasoning behind the decision.

Terms you need to know for this element:

- Sole Proprietorship
- Partnerships
- Corporations
- Conglomerates
- Franchises
- Non-profit Organizations
- Multinational Corporations

**3) Market, Industry, and Competition Analysis:** When you start a business, you need to look at the market in which you are entering. If there are already a lot of competitors in your market, it may be hard to start a new business in that market. Also consider what makes your product/service stand out compared to others (what sets it apart from the rest?) so that people will demand your products or services. Your task for this element is to analyze your industry (if you want to produce beer you are in the beer market, if you want to create a store that sells designer clothes you are in the retail market) and your competition. What kind of competition exists in the market and what would you need to get your business started in this market?

Terms you need to know for this section/element:

**4) Financing:** How much money do you need to start this business venture? After the initial money (which you hope to get from the “Lions”) to receive, how else are you going to finance your business? Research all the different options you have to finance your new business and keep it sustained for the long-term. Also, determine how profitable your business is going to be.

Here are some links to help:

Terms you need to know for this element:

- Cost-benefit analysis
- Revenue
- Profit
- Debt Financing

**5) Marketing, Advertising, and Product Distribution:** How will you get people to know your business exists, how will you market your product/service and advertise it to your target audience? This could be part of your business plan but if it is not you **MUST** include some marketing and advertising strategies in this project.

**6) Operation (the “Nuts and Bolts”):** How is your business going to be set up? Will your business be set up in a specific location or will it be online (E-commerce)? Questions such as who will be hired, how much will you pay them, what hours will you be open, who will manage your inventory/finances, how will people pay for products/services, etc. are ones to focus on to figure out how your day to day operations are going to work (your investors will want to know this to see if you are prepared). Also, you need to be prepared for the unknown, and operational “pitfalls” so that if something happens that hurts your business you have a plan to bounce back and recover (potential investors also want to know about this).

**The Final Product – YOUR BUSINESS PROPOSAL:**

- **The proposal should have:**
  - **A clear “intro,” or hook**
  - **Address all six elements discussed**
  - **An interesting and summative closing**

**Grading Procedure/Rubric**

**The “Lions” Evaluation will be based on:**

- a) Knowledge of the business world and business competition (based on what you have learned/researched)
- b) Quality of presentation and business proposal
  - Does your proposal actually make the “Lions” want to invest in your business?
  - Is your proposal’s invention/concept and financing realistic?
  - Is it interesting and creative? Does it make the audience want to buy your product or want to know more about your business ideas and ventures?

**Your Proposal Presentation will be graded using the following rubric:**

	<b>Superior -- 5</b>	<b>Advanced -- 4</b>	<b>Proficient -- 3</b>	<b>Needs Improvement - 2</b>	<b>Unacceptable - 1</b>
<b>PRESENTATION CONTENT</b>	Completely covers all six required parts of the topic providing multiple details and examples from various resources.	Covers all six aspects of the topic.  Ample detail and examples provided.	Covers most aspects of the topic. Details and examples provided.	Is missing some aspects of the topic. Details and examples missing. Little evidence that resources were used.	Covers little of the topic.  No evidence that resources were used.
<b>ORANIZATION</b>	Unfolds naturally around a central argument or thesis.  Intro, main body and conclusion are readily apparent and natural.	Is well organized around a central thesis. Intro, main body and conclusion are present and connect well with one another.	Is well organized. Intro, main body and conclusion are present and connected.	Has little obvious organization.  Viewers are unsure as to the purpose and structure.	Has no clear organization.
<b>BODY LANGUAGE (POSTURE, EYE CONTACT AND VOICE)*</b>	Stands up straight, looks relaxed and confident.  Establishes eye contact with the audience during the presentation.  Speaks clearly and distinctly at all times.	Stands up straight and establishes eye contact with most of the audience during the presentation.  Appears relaxed and confident. Speaks clearly and distinctly.	Usually stands up straight and establishes eye contact.  Can be heard by all members of the audience.	Poor posture and/or does not look at audience during most of the presentation.  Sometimes cannot be heard by all members of the audience.	Poor posture, reads from notes/no eye contact, cannot be heard.