**Business Plan and Pitch**

**Due date: *Term 3, week 9 (Friday)***

**Task Style/presentation: Business Plan and Pitch**

**Conditions:**  Business Plan – 1,700 words max (10 minutes oral)

Pitch – 2 minutes max

**Purpose of the assessment:** This assessment allows you to develop a Business Plan and Pitch within **one context** Designing Business or Transforming Business. You are to demonstrate your learning across the **learning strands**: Innovation; Decision Making and Project Management; Financial literacy and Information Management; Global, Local and Digital Perspectives.

**Task:** Utilise the knowledge and skills developed through your learning and develop a Business Plan that outlines the details of the idea/product/service or process and a Pitch to stakeholders.

Use the information below to develop your own Business Plan and Pitch. Your Business Plan and Pitch may build on skills developed in your previous assessment tasks. Alternatively, you may choose to create your Business Plan and Pitch on the business model of an existing company or on entirely new information.

You can not repeat any work already submitted for assessment tasks

**Part A – The Business Plan**

A business plan builds on the information contained in a business model. It is a document that describes the goals and objectives of a business and the strategies it will use to achieve these. It is a roadmap to provide direction and a reflective tool to measure progress.

Your Business Plan should include:

* **The Business**: consider including:
* Vision, Purpose and Values
* Product/services: What is it? Why does the world need it (your value proposition)?
* Registration details
* Legal considerations and insurance requirements
* Location and outlets
* Structure and ownership
* Intellectual property protection
* Operations: how will you make and deliver the product/ service? What plant, stock and supplies do you need? How will customers interact with you? (business model canvas)
* An organisational chart and key personnel
* Risk management — what are the potential risks to your business and how will you minimise them? (SWOT)
* Sustainability impacts and PESTLE
* **The Market**: consider including:
* Business intelligence: market research and industry analysis
* Key customers (value proposition)
* SWOT analysis: Who is your competition?
* Sales and marketing plans
* **The Strategy (proejct Management)***:* consider including:
* Short and long term goals
* Action plans to achieve the vision and purpose of your business
* **The Finances**: consider including:
* KPIs: financial objectives and targets
* Revenue streams - funding or capital requirements
* Financial requirements - annual budget and cashflow forecasts
* Profit and Loss and Balance Sheet predictions

**Suggested Layout**

The business plan can be presented using either written or multimodal approach. This could be in the format of a traditional report, but please try and step outside this as the emphasis from the SACE Board is to use more multimodal approaches. This could also include the following:

* Website, Instagram, Twitter, Vlog
  + It should be an incremental progression of your business
  + Utilise a range of mixed media – eg video – 30 sec snippets; infographics; 140 twitter feeds etc
  + Develop a story board to plan your business plan – use this to develop the final presentation
  + It should be a presenting a WHOLE PICTURE of your business development.

In preparing the Business Plan, you should story board what you want each element to contain and use a variety of ways of doing this.

Be sure, when you’re addressing each section, that you are consulting:

* The Assessment Design Criteria
* The deconstruction of the performance standards document on Haiku

**Assessment Design Criteria assessed in the Business Plan**

**Finding and Solving Problems**

FSP1 Identify and explore problems and/or needs using a customer-focused approach

**Contextual Application**

CA2 Create and apply business intelligence to iteratively develop business models and plans

**Analysis and Evaluation**

AE2 Analyse and evaluate opportunities and challenges for business in the digital age

AE3 Analyse and evaluate social, economic, environmental, and/or ethical impacts of global and local business.

**Part B – The Pitch**

Using the executive summary of your business plan, create and present a pitch to support and promote your business plan to an audience of potential stakeholders such as customers, investors and board members.

Your pitch should outline the key elements of your business plan. It should include things like:

* Your competitive advantage and why it is an advantage
* How does your business achieve the competitive advantage – include broad details only
* What are you broad business processes – how does the business work?
* Why do customers want your business? Based on research.
* What’s in it for your key partners?
* Revenue model and viability
* What the future holds for the business should it continue

**Presentation of the Pitch**

The pitch is a maximum of 2 minutes and presented in multimodal format. This could be done in a variety of ways, including:

* Social Media Campaign
* Crowd Funding (E.g. Kickstarter)
* Engagement competitions
* Promotional movie clip
* Webpage
* Media presentation
* Oral presentation to the camera
* Sharktank style – videoed

2 minutes is NOT a lot of time, so the pitch must be SHORT, SHARP and SHINEY.

**Assessment Design Criteria assessed in the Pitch**

**Contextual Application**

CA3 Contextual application of communication and/or collaborative skills.

| - | Finding and Solving Problems | Contextual Application | Analysis and Evaluation |
| --- | --- | --- | --- |
| A | Insightful identification and exploration of problems and/or needs using a customer-focused approach.  Highly creative generation of innovative and viable solutions to problems and/or needs using a customer-focused approach. | Perceptive and highly effective contextual application of decision-making and project management tools and strategies.  Astute creation and application of business intelligence to iteratively develop business models and plans.  Perceptive contextual application of communication and/or collaborative skills. | Discerning evaluation of business models and plans.  Critical analysis and evaluation of opportunities and challenges for business in the digital age.  Insightful analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| B | Well-considered identification and exploration of problems and/or needs using a customer-focused approach.  Creative generation of viable solutions with some innovation to problems and/or needs using a customer-focused approach. | Well-considered and effective contextual application of decision-making and project management tools and strategies.  Purposeful creation and application of business intelligence to iteratively develop business models and plans.  Mostly perceptive contextual application of communication and/or collaborative skills. | Well-considered evaluation of business models and plans.  Mostly critical analysis and evaluation of opportunities and challenges for business in the digital age.  Well-considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| C | Considered identification and exploration of problems and/or needs using a customer-focused approach.  Mostly creative generation of viable solutions to problems and/or needs using a customer-focused approach. | Considered contextual application of decision-making and project management tools and strategies.  Competent creation and application of business intelligence to iteratively develop business models and plans.  Effective contextual application of communication and/or collaborative skills. | Considered evaluation of business models and plans.  Some critical analysis and evaluation of opportunities and challenges for business in the digital age.  Considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business. |
| D | Some identification and exploration of problems and/or needs using a customer-focused approach.  Some generation of solutions to problems and/or needs using a customer-focused approach. | Some application of decision-making and project management tools and strategies.  Some creation and application of business intelligence to iteratively develop business models and plans.  Some contextual application of communication and/or collaborative skills. | Some analysis and description of business models and plans.  Some analysis and description of opportunities and challenges for business in the digital age.  Some analysis and description of social, economic, environmental, and/or ethical impacts of global and local business. |
| E | Attempted identification and exploration of problems and/or needs using a customer-focused approach.  Attempted generation of solutions to problems and/or needs using a customer-focused approach. | Attempted application of decision-making and project management tools and strategies.  Attempted creation and application of business intelligence to iteratively develop business models and plans.  Attempted application of communication and/or collaborative skills. | Attempted description of business models and plans.  Description of opportunities and challenges for business in the digital age.  Description of social, economic, environmental, and/or ethical impacts of global and local business. |