**Class Company Business Pitch Project**

**Welcome to the final days of your Entrepreneurship & Marketing 8 class. You have learned some of the very basics of how to start, run and maintain a company.** *One Day 1 you were put into groups and given a product that you were (as a group) supposed to determine whether it would be a good product to sell on the market.*

The questions listed below should have been asked and answered with your group as the course as progressed.

* Who is your target market?
* What are some of the segments within that target market?
* Is there a market for your product? Where would you sell your product?
* How do you have to adjust your product based on the marketing research?
* What will your company do to marketing and advertise to your target market?

This is your final assignment that you will be presenting on **February 26, 2018.**

**PowerPoint Project- Requirements:**

1. Students must create a PowerPoint presentation that includes the following information:

* Company name
* Where did you get the inspiration/what is the history of your company? Tell a story- relate to your audience
* Who is your target market? What are the different segments that are within your target market?
  + Where can you find your target market?
* What industry/industries is your product in and where will you be selling your product/service?
* Who are some of your competitors (list at least 3)?
  + Why are they competitors?
  + What will you do to make your company stand out?
* Based on your marketing research (your focus groups) what were some surprising facts and information that you discovered?
  + How did you change your product based on the information that you received from your focus groups?
* Your company must create an advertising campaign.
  + What channels will you use?
  + What is the purpose of your advertisement?

**Presentation- Requirements:**

1. All students must speak during the presentation.

2. Students must come dressed in “business- casual” clothing and act in a professional manner throughout the presentation and during the presentations.

3. Students will be evaluated on body language and professionalism during their presentation.

4. Students must speak clearly and must articulate their words.

5. Students must improvise when they feel they have *“forgotten their lines.”*

6. Students must not use a script. Q-cards are allowed.

7. Students must have a use their PowerPoint as a visual aid and must elaborate on their slides.