



Team Competition 2023

Scenario

“Some sectors of small businesses are more likely to be impacted by a potential recession than others.

Consumers cut back on convenience, lifestyle and entertainment business first...

Those business leaders (should) begin their recession planning now to be safe.”

- Forbes



All Business. (2023, January 16). Small Business In 2023: Experts Predict Trends And Challenges. *Forbes*.
<https://www.forbes.com/sites/allbusiness/2023/01/16/small-business-in-2023-experts-predict-trends-and-challenges/?sh=1663a7c9b993>



Which small business will win a private investment to help their business in a recession?

1. Area small businesses will compete for \$500,000 funding from local investors.
2. Each business must deliver a persuasive presentation to the investors.
3. Investors will award one \$500,000 grant. Businesses can use this money to help recession-related strategies.

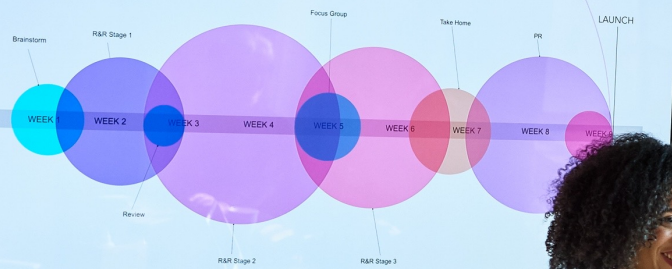


MC207
consultants will
provide
communication
strategy

Local business owners retain MC207 “consultants” to help them win the competition!

They need your communications expertise to deliver an effective, research-based persuasive presentation.

ROADMAP TO PRODUCT LAUNCH



Grand Prize: 5 Bonus Class Participation Points

1. Each team will present to investors live
2. Your peers in class will play the role of investors
3. The team with the strongest presentation feedback wins

Team Competition Assignment Overview

Individual

- Peer & Self Assessment for Teamwork

Team

- Research Plan
- Methods, Findings & Analysis
- SWOT, Recommendations
- Business Report
- Presentation Slides
- Investor Evaluation

Individual Assignment

25/120 total points

Teamwork
Professionalism
Assessment
(25 pts)

Team Assignments

95/120 total points

In-Class Labs

- Research Plan (10 pts)
- Methods, Findings & Analysis (10 pts)

SWOT Analysis &
Recommendations
(10 pts)

Business Report
(20 pts)

Presentation Slides
(20 pts)

Investor Evaluation
for Effective
Presentation (25
pts)

Teamwork Professionalism Rubric

1. Identify five expectations worth 5 points each for a professionalism rubric for your team. This will become your rubric to assess (and grade) each team member's contributions. It is important that expectations are clear and measurable.



Sample Professionalism Metrics

1. Attended all meetings in and out of class
2. Volunteered willingly and accepted responsibility
3. Contributed ideas and showed involvement
4. Performed fair share of work
5. Interacted smoothly with other team members
6. Was prepared with ideas and information
7. Listened to and sought out other's ideas
8. Demonstrated genuine interest in team project
9. Rate this person's overall contribution to the team
10. Would you choose to work on another assignment with this person?

Primary & Secondary Research Plan



Create a research *plan* that includes secondary and primary research. Your plan will be submitted as a one-page outline of how you will be conducting your research. Plans must be approved before proceeding.

1. Identify your audience(s). What audiences can you research to gather data for the investors?
2. What primary research tool(s) will you use to collect data? (focus groups, poll, survey, interviews)
3. What questions will you ask?
4. How many responses do you think you need to ensure your research is credible.
5. List your secondary sources and why you chose them. What information exists that will help you make a compelling case for your client?

A modern glass-walled meeting room with four people sitting in blue chairs, engaged in a discussion. The room has large windows and a white pendant light hanging from the ceiling. The floor is made of light-colored wood.

Research Findings & Analysis

1. Summarize what research was conducted.
2. List what findings your research revealed.
3. Write an analysis of your findings. What takeaways did your team learn from your findings?



SWOT Analysis, Results & Recommendations

1. Outline a SWOT analysis in bullet form
2. Use the SWOT analysis to develop specific recommendations supported by your research findings and analysis.

Business Report

Write a 8-10 page formal business report for the investors to take with them following the presentation. Include:

Executive Summary

Introduction

Research Method

Research Finding

Research Analysis

SWOT

Results & Recommendations

Conclusion

Works Cited



Slide Presentation

1. Develop a slide presentation in Google Slides or PowerPoint for a 12-15 minute presentation in class.
2. Use the guidelines for an effective, persuasive presentation.



Investor Presentation



Your peers will serve as investors and will award up to 5 points for the effectiveness of your team's presentation.

The team that earns the most points wins!