

## ABED 6100 –BARRACUDA COVE INVESTMENT GAME

# PART II: PRESENTATION

This presentation will help you develop communication skills when sharing your PRODUCT/SERVICE to your panel of investors. This presentation needs to be as persuasive, consistent, and professional as possible. Be sure that you are dressed in professional, business attire.

### PRESENTATION GUIDELINES

You will be assessed as a **team** based on:

**OPENING:** Your team will need to capture the audience’s attention with a good “hook” or “creative and interesting” beginning. Your team must state the desired outcome and preview the key points of the presentation. Provide your audience with some benefits they will receive after listening to the presentation.

**BODY:** Your team will need to provide relevant and effective content. Be sure that your key points are clear and have achieved your desired outcome. Make sure that your recommendations are reasonable with enough detail so that the audience can understand the main idea(s). Your presentation must be organized so that it is easy-to-follow.

#### KEY POINTS OF YOUR TEAM’S PRESENTATION:

- **Statement of Need** (as a prelude to describing your product/service, give the audience a purpose or rationale for your business plan by discussing the industry and possibly the history of your product, or how your product will help your stakeholders—indicate your stakeholders).
- **Introduction of YOUR Company** (describe who each team member is with name, expertise (if desired), and/or what areas of the business plan proposal they worked on if desired). Refer to your Company Background section of the proposal.
- **Product/Service Description** (describe your product/service by presenting the features and benefits, the SWOT analysis, competition, and future products/services.) Refer to the Product/Service Description section of the proposal.)
- **Market Analysis** (Describe your marketing mix and target market)
- **Financial Analysis** (Indicate the start-up costs and some important assumptions about the financial aspects of your proposed product/service)

**CLOSE:** Your team will need to review the key points of your product/service with a strong emphasis on the value of your company and product in order to persuade the investors to want to be a part of your ownership structure. Give your audience a memorable “take away” in your conclusion. (A & B: Handouts to audience of product/service promotional piece(s) and/or provide give-aways emphasizing your company and product/service such as promotional items (candy/card/keychains/business cards/ etc.). Your team will want to think of something interesting that “can” remind them later of your business plan proposal in order to “set” your team apart from the other teams seeking financial support.

**VISUAL SUPPORT:** Your presentation must have good visual appeal; your presentation template is professional and fresh (you may want to find something outside of PowerPoints stock of templates by going to Microsoft Marketplace or their vendors: <http://office.microsoft.com/en-us/marketplace/results.aspx?qu=presentation+templates&av=PMP000> or <http://www.topbytelabs.com/freestuff/index.php?id=64>. Your teams slides must reinforce your key points in a consistent font sizes/titles/subtitles/etc. using an aesthetically-pleasing format that will appeal to your audience. **Also, you MUST include evidence of slide transitions, slide animations, and insertion of graphics (pictures/charts/graphs) or points will be deducted.** Optionally, you can include video clips and sound clips to reinforce concepts in your proposal.

You will be assessed **individually** based on:

**DELIVERY:** You (separate from your team) should have a polished and professional presentation. Be aware of your nonverbal communication through your posture, demeanor, etc. You must sound credible, somewhat natural and conversational (not too casual or informal...there is a difference). You should only 'quick reference' any notes or note cards you may have and try to develop a rapport with your audience possibly through humor, stories, anecdotes, etc. You shouldn't stare at the slides when you are speaking, but possibly glance at them to point out information. You should maintain good eye contact and a clear tone of voice.

#### PRESENTATION CHECKLIST

Reference the grading sheet and the checklist to ensure that your group has everything covered for the presentation. Also, you should follow suggestions in Chapter 7 of your textbook on how to effectively layout a slide within a presentation, as well as make sure your slides are consistent in format and parallelism. Use appropriate graphics, transitions, animation, etc. By using these components **effectively** (they must be well-thought out and deliberate) in your slide show (presentation), you will be going "above & beyond" in order to gain more points and an "A" grade.

#### GRADING

Just like the proposal, if you ONLY do the minimum, you will only earn a grade in the "B" range. If you go "ABOVE & BEYOND" (A & B), you will earn a grade in the "A" range. The amount of effort you and your team put into this project will be reflected in the grade that you "earn". Check out the GRADE SHEET FOR TEAM PRESENTATIONS to see the actual criteria you will be required to meet.

**NOTE:** The team will receive a TEAM GRADE for the opening, body, closing, and visual support. Individual students within the team will receive a separate grade for DELIVERY. This will help individuals in the group who have "over" prepared to not be brought down in the grade by team members that may not have put as much effort into preparing for the presentation.

#### PRESENTATION SUBMISSION

Prior to the presentation, your team will need to submit an organized presentation packet that includes a cover sheet (similar to your proposal cover page) that has the team number, names, date, and title—be sure to include presentation on this cover page. This cover page will need to be STAPLED to your slideshow handout. Your slide show handout should be printed 6 slides to a page. In order to do so, you will need to go into PRINT in PowerPoint; down at the bottom it indicates PRINT WHAT?; you will indicate HANDOUTS; 6 per page. If you need additional instructions, please ask a team member or other sources supporting effective communication/your recommendations). **You will also need to include the completed PRESENTATION OUTLINE template to indicate order and transitions (30 points).**