Readings:
Recommended
*Business Plans that Work (in UM Bookstore), the Wall Street Journal, Business 2.0*

Articles posted to Moodle

**ATTENDANCE**
This is a weekend seminar / workshop. Attendance at all sessions is mandatory.

**COURSE OVERVIEW**
This workshop is developed around enhancing the written content and presentation of your business plan. The workshop consists of an introduction regarding presentation techniques followed by intensive meetings with entrepreneurs and recent category winners of the Ruffatto Business Plan Competition. Plans will be critiqued in the areas of concept, strategy, financial models and presentation. Each team will receive feedback in all areas from teams of mentors. Two oral presentations will be done during the weekend.

**COURSE OBJECTIVES AND TEACHING METHODOLOGY**
This seminar has been developed around the enhancement of business plans in development. Each student (or team) should have and extended executive summary and financial proformas completed prior to the beginning of the class.

Each team will present an “elevator pitch” on Saturday morning to all of the mentors.

A second presentation late on Saturday should contain changes or improvements gleaned by students throughout the mentoring sessions. The second presentation should be 90 seconds or less, the same as the first presentation. The presentations will be viewed and graded by MADE members and other professionals.
EXPECTATIONS
My expectation for this course is that every student or team will show marked improvement in the development of their business plan from the mentor feedback. You should come to class having practiced your oral presentation. The extended executive summary should be concise and produced without spelling, grammatical or financial errors.

I expect as well that all posted readings will have been completed.

You are expected to come to class ready to interact with mentors and your fellow students. This class is a seminar and as such your input will have direct impact on the class as a whole and the value you take from it

GRADING:
General comment: Grading in this course is competitive. You will be evaluated relative to the work that your classmates submit.

<table>
<thead>
<tr>
<th>COMPONENTS</th>
<th>PERCENTAGE OF FINAL GRADE</th>
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</thead>
<tbody>
<tr>
<td>Presentation (Elevator 10% Final 40%)</td>
<td>50%</td>
</tr>
<tr>
<td>Written Executive Summary</td>
<td>30%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>20%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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BUSINESS PLAN PRESENTATION

**Elevator Pitch:** The Saturday session will begin with each team presenting an elevator pitch for your plan. The pitch may not exceed 1.5 minutes and is limited to one PowerPoint slide.

**Hint:** Make sure your slide is not cluttered with too much information. Make sure the information can be read easily from the furthest point in the room.

**Proofread:** Carefully proofread each draft of the report. You will probably need three or four drafts before you are satisfied with the report.

**Reviewing papers:** My policy is not to review student papers before they are turned in for grading. I am, however, willing to discuss the logical reasoning and proposed content of your reports. Before visiting my office you should have made significant progress and should be well prepared.

**Plagiarism:** Don’t do it. I have no mercy. Plagiarism includes taking exhibits from books without giving credit and taking any exhibit from another group.