

Business Plan Presentation Assignment

Assignment Overview

You will prepare a **2 to 3 minute presentation** to present a business plan for your own original business idea. The goal is to communicate clearly what your business is about, what product or service it offers, and why this business fulfills a need in the market.

Assignment Tasks

Your presentation should include the following elements:

- **Business Description:** Briefly describe your business. What is its name? What industry or market is it part of?
- **Product or Service:** Explain what product or service your business offers. What makes it unique or valuable?
- **Need or Problem:** Describe why this business is needed. What problem does it solve or what demand does it satisfy?

Guidelines

- Your presentation should last between **2 and 3 minutes**.
- Use clear and fluent speech. Practice to avoid long pauses or hesitations.
- Incorporate at least **5 vocabulary words** from the vocabulary bank provided in class to demonstrate your understanding and application of new terminology.
- Organize your presentation logically with a clear introduction, body, and conclusion.

Timeline

- You have **one full week** to prepare your presentation.
- The presentations will be given **next Wednesday** (July 23, 2025).

Grading Criteria

You will be graded on:

- **Concept:** The creativity, clarity, and feasibility of your business idea.
- **Fluency:** How smoothly and confidently you present your ideas.
- **Vocabulary Usage:** Effective use of relevant vocabulary from the vocabulary bank.

Tips

- Plan your speech beforehand and practice multiple times.
- Use note cards with bullet points if needed, but avoid reading your presentation word-for-word.
- Speak clearly and maintain good eye contact with your audience.
- Try to explain your ideas in your own words and make your business plan interesting for your listeners.

Good luck, and we look forward to hearing your innovative business ideas!