**Venture Plan Summary Assignment**

**The Situation**

Despite the fact that I am a teacher, I am actually a multi-millionaire and am looking to invest in a number of new ventures. My personal life has me very busy; therefore I don’t have time to read the full venture plans of the perspective businesses I could invest in but... I do have a whole classroom of venture plan experts who are desperately trying to impress me and who could do most of the legwork for me. So...

**The Assignment**

You, along with your venture partner (if you have one) are to choose one of the business plans on [www.bplans.com](http://www.bplans.com) and write a 1 page summary of the plan. You are to use headings, bulleted points, columns, pictures, text boxes, etc. to make the reading easy for me. I AM NOT LOOKING FOR YOU TO REPEAT THE EXECUTIVE SUMMARY! Instead I want you to read through the plan and find the details that you think I, as the potential investor, would want to know. You are trying to sell me this plan, as the person(s) who writes the best summary (must be 100% accurate to the plan) will receive an extra 10% onto their grade for this assignment. Finally, although you are selling this plan, you and your partner (if applicable) need to find 3 potential dangers or risks that you see in the plan.

**You need to include the following:**

* The web address of the plan you are analysing
* The name of the business you have chosen
* A one page summary of the venture
	+ Use bullets, columns, text boxes, pictures to attract my attention
	+ Ensure that you cover all 4 sections (market, resource, operations, and financial analysis)
	+ Include the 3 potential dangers or risks you perceive in this plan
* Print off the executive summary of the company (just copy and paste it into MS Word to print, be sure to fit it onto 1 page and clean up)

Please see the attached rubric for marking

**Due: Monday, April 22, 2013**

**Evaluation of Venture Plan Summary Assignment**

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|   **Categories**  | **Level 1**  | **Level 2**  | **Level 3**  | **Level 4**  |
|   Knowledge of facts and terms in credit  |   demonstrates limited knowledge of facts and terms  |   demonstrates some knowledge of facts and terms  |   demonstrates considerable knowledge of facts and terms  |   demonstrates thorough knowledge of facts and terms    |
| Understand the basics of each section of the chosen venture plan  |   demonstrates limited understanding of concepts  |   demonstrates some understanding of concepts  |   demonstrates considerable understanding of concepts  |   demonstrates thorough and insightful understanding of concepts    |
|   Inquiry / Analysis Skills  |   applies few of the skills involved in an inquiry process  |   applies some of the skills involved in an inquiry process  |   applies most of the skills involved in an inquiry process  |   applies all of the skills involved in an inquiry process    |
|   Communication of content  |   contains limited content / little visual appeal or creativity | communicates content with moderate clarity / some visual appeal or creativity |   communicates content with considerable clarity / visual appeal or creativity |   communicates content with a high degree of clarity / visual appeal or creativity   |

 Final Level: \_\_\_\_\_\_\_\_\_\_\_\_\_