

BACKGROUND

The Task

- Devise a product within set guidelines
- Form a virtual company – strategic documentation to operational
- Research the product
- Develop the company and product information via directorial roles
- Present the product as a company to each judge via a 10 minute elevator pitch in a Dragon's Den setting.

Course Structure

- Day 1 – teams established, team building exercises, product selection, testing their idea, company structure
- Day 2 – Director seminars, Directors' sign offs
- Day 3 - presentation, judging

Team Structure

- Approximately eight students per team
- CEO's nominated by school, rest are randomly placed
- Strategic Planner – deputy to CEO
- Operations/Production (2)
- Marketing (3)
- Finance (1)

Expectations for Presentations

- CEO – responsible for: mission/ vision, goals and objectives, target market, competitors, company structure
- Strategic Planner – responsible for: SWOT, risk strategy
- Production – responsible for: product design/description, production cycle
- Marketing - responsible for: promotional flyer/brochure, marketing strategy, logo, business card
- Finance – responsible for: product pricing, cash flow statement, fixed and variable expenses, financial sources, breakeven

Format

- Room layout - trade fair /expo style with each team setting up a display area
- Team displays to be power point style – printed out or power point slide presentation
- Each team presentation is 10 minutes (5 – 8 minutes presentation, 2 minutes for questions), split between all directors with everyone allocated speaking slots
- Judges listen to each team separately
- Five teams present at each time
- Music indicates end of each 10 minute presentation time
- One-minute break while judges put down their marks
- When music fades, judges move to the next team on their marking sheet

ON THE DAY

Judges Briefing

- 30 minute briefing the includes lunch with an explanation of the afternoon's structure, judge's role and expectations of the students

Introduction to Students

- Welcome by Presenter
- Brief introduction from each judge: background, interests, key things in presentations that the judge is looking for.

Judging Time

- Teams move to presentation areas – two minutes for final preparations
- Judges move to designated starting teams – indicated by * on marking sheet.
- Indication from Presenters when to commence
- Each judge sees every team individually

Marking

- Judging the winning teams – Best Business Plan Presentation – 1st, 2nd, and 3rd
- Innovation; Teamwork; Display Area awards are given by the Presenters.
- Marking sheet (provided) – each section /4 (half marks may be used).

Judges Deliberation

- Ten minute deliberation in briefing room
- Judges total their marks for each team
- Marking sheets given to Presenter to collate totals for winners

Awards Ceremony

- Held in presentations area
- Thank-you from Presenter
- Judges each make brief comments
- Presentation of awards by judges – CEOs only to collect
- Presentation of Best Business Plan (1st)– whole team collects
- Acknowledgements and conclusion of ceremony