

## **FINAL PROJECT: BUSINESS PLAN**

### COURSE OUTLINE

#### **1. Introduction**

This course, “Business Plan,” will give you a chance to dive into developing an idea for a new venture and learn how to attract financing for nascent entrepreneurial initiatives.

#### **2. Objectives**

The main objective of the course is to provide an opportunity for the students to learn about the following topics:

1. The process and methodology of new venture business development
2. The evaluation of business opportunities.
3. The minimum viable content of effective business plans / pitch decks for communicating with investors / capital providers.

The course consists of: (1) hands-on workshops on the development of an business plan in the form of pitch deck and the evaluation of a business opportunity, and (2) on how to effectively communicate that business plan to investors

The course does not cover:

1. Looking for an initial business idea. Venture teams will have already committed to a business idea before the course starts (see section below).
2. Launching your business. The course is a learning experience aimed at evaluating potential opportunities, and the fundamentals for developing a business plan, preparing a pitch deck, and how to communicate business opportunities to potential investors effectively.

#### **3. Learning Outcomes**

The course requires a significant commitment to the development of a business plan in the form of a pitch deck. Please do take this substantial time commitment into account when planning your workload in this term.

The business opportunity you develop should have the potential to transition into a growth stage, and your goal should be to pitch your business plan to potential investors.

#### **4. Skills**

Structuring processes and methodologies of new venture business development, evaluation of business opportunities and developing an effective business plans

## **5. Content and Methodology**

The class will be structured in Venture teams.

Formation of Venture Teams and Preparation Work

The venture teams developing the business opportunity should be formed before the first session of the course

Submission of the Venture Profile Sheet

Venture teams should complete the Venture Profile Sheet provided along with this course syllabus, indicating the team configuration and a brief description of the business opportunity to be developed.

The final pitch deck document will be the ultimate course deliverable.

## **6. Evaluation**

Grading is based on the evaluation of the final business plan (100%) in the form of an extended pitch deck.