

<b>Project 2: Business Plan (1.5 minute elevator pitch + 7-minute presentation + 3.5-minute Q&amp;A + Report without indicative length)</b>											
	Weight	Team 1: StopBuy	Team 2: Travel together	Team 3: WeOffer	Team 4: Gaming Any	Team 5: Kangaroo Hospital	Team 6: Babelax	Team 7: Homie	Team 8: SeeTime	Team 9: XiaoZhiShi	Team 10: Life Decors
<b>The elevator pitch (in 1.5 to 2 minutes)</b> - Essential product information (value proposition and product impacts) - Attractiveness and convincingness	7%										
<b>Presentation</b> - Time management - Conciseness & clarity - Confidence & persuasiveness - Use of English and graphics - Logical flows - Balanced coverage of main topics in business plan - Clear format with graphics, tables and diagrams - Q&A handling and objectivity	13%										
<b>The Executive Summary</b>	10%										
<b>The Business Description</b> - Business idea, product/service description - Values to customers (value proposition) - Business model, scale and feasibility - Practical technology - Reasonable business/market assumptions and plans	16%										
<b>Industrial and Market Analysis</b> - Industrial and market environment - Competitive analysis <sup>1</sup> – competitive forces, competitor analysis and competitive advantages <sup>2</sup> - Any challenges the company is facing, and how to overcome them (you may use SWOT to help you this part)	16%										
<b>Marketing and Operation Plan</b> - Marketing mix formulation (the 4Ps <sup>3</sup> ) - Overall business process to create/offer the product/service - Alternative plans for changes in market environment	10%										
<b>Management Team</b> - Team, complementary skills & experience	3%										
<b>Financial Plan</b> - Initial capital requirement and share allocation, break-even analysis, payback period, ROI, etc. - With valid assumptions and projections	10%										
<b>Exit Strategy<sup>4</sup></b> - With justifications and action plans	5%										
<b>Overall report write-up</b> - Clarity; readability; alternative considerations; use of graphs and figures; use of English; breadth and depth in research (with sufficient supporting evidence and/or references)	10%										
<b>Score (/27)</b>		0	0	0	0	0	0	0	0	0	0
<b>Comments</b>											
<b>Peer voting (/3)</b>											
<b>Total score (Presentation + Report + Peer voting) (/30)</b>		0	0	0	0	0	0	0	0	0	0
<p>1. The competitive forces encountered: Barrier of entry, risk of substitution, bargaining power of buyers and suppliers, existing competitors etc.</p> <p>2. The advantageous factors which enable the company to stay sustainable and be competitive, through, for examples, quality, price, locations, options to customers, additional value-add services, unique access to resources like manpower, technology know-how etc.</p> <p>3. Product, Promotion, Price &amp; Place</p> <p>4. Identify ways the company may capture market opportunities so as to justify the entrepreneurs and/or investors to exit the venture through IPO, being acquired, etc.</p>											