

# Test your knowledge

## Exercises

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### Exercise 1. Importance of the business plan

Choose the stage(s) that will be, in your opinion, the most important when you elaborate your business plan. Give, at least, three examples per stage that you choose to justify your answer.

Answers:

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## Exercise 2. Pitch perfect!

Your idea is great for a new business! But you don't have the financial support to go ahead with it. So, you have to make a pitch for possible investors to help you! Your task for this exercise is to prepare an elevator Pitch. Define its structure and contents and write them here.

Answers:

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### Exercise 3. Quick Checks!

Are you up to a Challenge?

Considering the contents addressed throughout this Theme, give your best to answer the following questions.

**1- Which of the following is a Benefit of a business plan?**

- a. It is an instrument of communication between the entrepreneur and the consumers
- b. After being made, there is no need to update it
- c. It is a space where you can register your mistakes
- d. It is a risk reduction instrument

Answer: d

**2- Establish connections between the questions and their correspondent answers:**

<p>1 - Is the plan simple? Is it easy to understand and execute? Does it convey its contents in an easy and practical manner?</p>	<p>a) This becomes relevant especially when business owners are trying to obtain funds or are looking for business partners. If they see inconsistencies in the business plan, they might not feel stimulated to invest.</p>
<p>2 - Is the plan objective? Are its goals concrete and measurable? Does it include specific actions and activities, each with deadlines, responsible persons, and detailed budgets?</p>	<p>b) This helps to assure that the business plan can be understood by everyone that reads it, whether they are customers or even future business partners</p>
<p>3 - Does it include a sound and well-founded financial model?</p>	<p>c) Some business plans involve ideas that are hard to put into practice. Which doesn't mean that they are impossible to achieve. Therefore, the business plan needs to be logical and thorough, helping everyone involved to believe in the business idea</p>
<p>4 - Is the plan realistic? Does it include all the necessary elements?</p>	<p>d) This helps to guarantee that the actions occur accordingly with what was defined. Therefore, evens if things don't go exactly according to plan, the business owners can maintain their focus and the motives that made them become entrepreneurs</p>

Answer: 1 → b; 2 → d; 3 → a; 4 → c

**3- Please select the correct statements that characterise the Item “Product and Project Analysis” in the Business plan:**

- a)  At this stage, you have to present the project’s Unique Value Proposition
- b)  The “Market Pull” type of product is defined as being designed as a result of an identified, unmet market need
- c)  The “Product Push” is born as a result of an intervention for which an application is sought
- d)  The critical aspects of project development should be mentioned (the aspects that may condition the development of the project)
- e)  Strategies should be weighed against the need to achieve an acceptable level of production and quality to satisfy customers

Answer: a; b; d

**4- When preparing for and giving a pitch, it’s important to highlight the most relevant aspects of your company, such as:**

*(Select the correct alternative)*

- a. What is the problem you want to solve?
- b. What is the market like?
- c. What is your company's differential?
- d. Who are the professionals that make up your team?
- e. All of the above

Answer: e

**5- True or False?**

A successful pitch can be structured following these steps

- Step 0: Personal presentation of the entrepreneur(s).
- Step 1: Present the context in which your business idea is inserted and explain that in this context there is nothing similar.
- Step 2: Present your product or service.
- Step 3: Present your business strategy to sell the product (service) as profitably as possible.
- Step 4: Present your expected financial results (revenues, profit, net cash flow) for the next five years.
- Step 5: Present your investment needs and how you intend to apply the resources.
- Step 6: Save your competitive/comparative advantages for last.

Answer: False; The correct Step 1 should be: Present the context in which your business idea is inserted and explain that in this context there is a “big” problem that has not yet been (well) solved.

## Topics for individual projects

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### Exercise 1. Make your pitch deck

Create a presentation in which you outline your business plan to potential partners or investors to secure funding for your business venture. You should prepare a presentation of not more than 8-10 slides – you should use interesting visual components – and not more than 8 minutes. The pitch is to be given in person, for a small professional audience.

### Exercise 2. Create a video elevator pitch

Record yourself presenting your business idea quickly before a specialized group. The video should have a total duration of 3 minutes and you can add visual effects to the video to reinforce the message. Do not forget to create a script with a simple structure: the why of what you do, how you do it and what you do.

For both exercises, do not forget that you need to practice your pitch.

*Important note for educators: This should be the last task of the individual projects.*