

Creating a Business Plan Lesson 14: Presenting Your Business Plan to Stakeholders

SUBMITTED BY: WGYP Summer Educator

SUBJECT(S): Entrepreneurship

GRADE LEVEL(S): 9, 10, 11, 12

≡ OVERVIEW:

In this lesson of the unit Creating a Business Plan, students will present their business plans.

≡ NBEA STANDARD(S):

- Entrepreneurship, IX. Business Plans

≡ WHARTON GLOBAL YOUTH PROGRAM ARTICLE:

- “A Maker Develops the Business Plan for His Latest ‘Eye-pad’ Innovation”

NBEA Standard(s):

- Develop a business plan.

Common Core Standard(s):

- CCR Standard for Speaking and Listening: Integrate and evaluate information presented in diverse media and formats, including visually, quantitatively, and orally.

- CCR Standard for Speaking and Listening: Evaluate a speaker's point of view, reasoning and use of evidence and rhetoric.

Objectives/Purposes: In this lesson, students will present their business plans.

Other Resources/Materials:

- Presentation materials that group might need (i.e. Computers)
- Scoring Business Plan Presentation Rubric

Activity:

[Business Plan Rubric](#)

1. Do Now: Independently, each student should write down five things they learned from by creating a business plan and the five things they enjoyed most from the experience. Hand these into the teacher, this is a way to give the teach feedback about the unit. (5 min)
2. Teacher hands out copies of the Scoring Business Plan Presentation Rubric. Explains how each student is a stakeholder and it is their responsibility to help score each group's presentation. Using the rubric given out yesterday, they will use that to help fill in the scores. Answer any questions (5 min).
3. Each group will present. Depending on how much time is available during class each group should have about 5-10 min. (30 min)
4. Wrap Up: As the class session ends, the teacher can ask the students what they enjoyed about the unit and what they might have changed. Also can ask how they enjoyed presenting and what would have helped them with their presentations. (5 min)

Practice Outside of the Classroom:

At home, students can write a reflection about their presentations. This could be submitted to the teacher as a supplement to the presentation.

What Worked and What I Would Do Differently:

This lesson is focused on the presentation. Depending on how many groups are in the class, the teacher might have to dedicate another class session to complete the group presentations.

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