**Marketing/Entrepreneurship**

Lessons for the Week **2/14 – 2/22**

***BLK 1—Weeks #24 & 25*** *\*2 snow days*

***Your Business Plan is due (no changes can be made) Mon. April 15th***

***\*first day backafter spring break***

***Your Final Exam Business Plan Presentations are***

***Mon. April 22nd & Tues. April 23rd***

**Thurs. 2/14**: 1. **Collect Market Research Survey Projects** (500 pts), now look at old business plan

template **Slide #8 Market Analysis** & finish populations, class example

2. Work on **NEW Elevator Pitch & Title Slide & Conclusion,** present Wed. 2/20

**Homework**: 1.) NEW Elevator Pitch, Title Slide & Slide #8 Market Analysis, Conclusion Wed. 2/20

**Fri. 2/15**: ***\*Mrs. Nguyen not here—SUB***

1. Work on New Slide Deck: **Slides Target Market** &  **Qualifications**, they will be due next week +NOTES

**Homework**: 1.) NEW Elevator Pitch, Title Slide & Slide #8 Market Analysis, Conclusion presented Wed. 2/20,

e-mailed BEFORE class

2.) NEW Slides Target Mkt & Qualifications DUE: Thurs. 2/21

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**Mon. 2/18**: ***NO SCHOOL—President’s Day***

**Tues. 2/19**: ***NO SCHOOL—Professional Development for Teachers only***

**Wed. 2/20**: 1. Present NEW Elevator Pitch, Title Slide & Market Analysis (old #8) +NOTES

1. Discussion of how you could use a statistic or two from your project in your presentation

**Homework**: 1.) NEW Slides Target Mkt & Qualifications DUE: Thurs. 2/21

**Thurs. 2/21**: 1. Discussion of New Slide Deck, **Save NEW TEMPLATE no instructions** & we will

use this from now on as I label slides we will complete

Work on completing Slides:

* 1. #1 Elevator Pitch
  2. #2 Title (done)
  3. #3 Problem/Opportunity
  4. #4 Value Proposition
  5. #5 Underlying Magic

**Homework**: 1.) Slides (NEW) 1,2,3,4,5 DUE: will be due e-mailed BEFORE class Mon. 2/25

**Fri. 2/22**: 1. Work on NEW Slides #1-5, 12

**Homework**: 1.) Slides (NEW) 1,2,3,4,5,12 DUE: will be due e-mailed BEFORE class Mon. 2/25, presented