

KIVA Business Plan Assignment



You must create a full Business Plan for the business you would like to finance . This written document must be submitted. You must then prepare a 5 minute pitch for the AP Human Geography class in order to obtain financing for your business. Both the written document and the presentation will be graded.

A. The Business Plan.

You must prepare a Business Plan for the business that you want to fund.

B. The Presentation.

As a group you must pitch your business plan to the AP Human Geography class in order for your project to be selected . The presentation should follow these guidelines:

- 5 minutes in length
- All members of the group to speak for an equal amount of time
- A visual presentation used to support the speech (for example Keynote or Prezi) All rules for excellent and effective presentation must be followed (loud clear speech, eye-contact with audience, do not read but use notecards)

What to include in your presentation:

1. Begin with an introduction to your business: the name of the person and where they live, what they plan to sell (or do), what the goal of the business is and how they plan to achieve it, and why you are committed to supporting this business idea.
2. Explain why you believe the business will be successful by summarizing the market research you carried out and presenting any other evidence you have to prove the future success of the business. How will the loan impact the life of the borrower? You will need to do some research
3. Describe the production process. Who will be buying this product? Who are the consumers?
4. State how much money the person wishes to borrow. You have to explain why they need to borrow money, what the money will be used for and how the money will be repaid with interest.