Lab 8

Web-based presentation using Google Docs

1. Topic: Your Internet Business Plan

The topic of your presentation is a business plan for your idea of a new Internet Business. Your presentation should include a “detailed” plan of your business idea, details of what you would use, and how you would carry it out, and how much money it would cost to make it happen. Note, your business need not be original, but it should be something you could actually see yourself doing.

2. Requirements for the presentation

You should have a total of six slides, including one title slide and five content slides. Please do not use any outline or thank you slides in these very short presentations.

Possible topics for the five content slides include:
   1. Executive Summary: Overview of your business and how it will operate.
   2. Product or Service: Describe what you’re selling. Focus on customer benefits.
   3. Market Analysis: You need to know your market, customer needs, where they are, how to reach them, etc.
   4. Web Plan Summary: For ecommerce, include discussion of website, development costs, operations, sales and marketing strategies.
   5. Strategy and Implementation: Be specific. Include management responsibilities with dates and budgets. Financial Analysis: Make sure to include at the very least your projected Profit and Loss and Cash Flow tables. Show how you will track results.

General requirements:

- The slides should be clearly titled.
- The presentation must be done using Google Presentation.
- The introductory slide must include your first name, last name, lab section and your email address.
- Text Formatting should be used to enhance the readability: use font styles and colors judiciously, don’t overdo it. All the slides must have the same background.
- Each slide must include text and image(s), with exception to the title slide.

3. Grading

- Slides. Are the slides visually appealing? Are there too many words on one slide? You should avoid long sentences in bullet points or items?
- Effective use of images
- Effective use of Color
- Effective use of fonts
- Effective use of background

After showing your presentation to the TA, remember to log out of Linux. Do not turn off Computers.