

ASSIGNMENT

Individual presentation: You are going to give a presentation to a group of potential investors about a new business that you would like to start.

Student presentation script (example)

Useful expressions appear in *blue*.

OUTLINE	SCRIPT
Introduce business concept and name	Hello everyone, it's great to be here. Did you know that research shows that Americans spend over 130 billion dollars on their pets every year? And this number keeps going up. Today, I'm offering you the chance to become one of the very first investors in what I think is going to be a hugely successful pet care business: Petmate Pet Sitting. The concept is simple: we come to your house to feed your dog or cat, play with them, or take them for a walk. We can even bathe them if you want us to! That way your pet will never be lonely, and you don't have to worry about them when you're at work or on vacation, because they are being well looked after.
Describe why this business is a good idea/investment	Let me tell you why this is an excellent investment opportunity. One of the outcomes of the recent pandemic was a sharp increase in pet ownership. Now that people are returning to the workplace, the downside is that many pets are ending up at home all day with no one to look after them. This is where Petmate Pet Sitting comes in. The upside is, we don't need a large or an expensive location, because we go into people's houses.
Describe possible challenges or limitations	Of course, there are a few challenges to consider before starting a business like this. First, we need to find lots of people to work with us, because we need one person per client. We're going to have to find a lot of pet sitters. Second, we'll need to spread the word about our business, and we plan to do this through building a website and social media advertising. I'm confident these challenges can be resolved, however.
Describe why you would make a good entrepreneur	Why am I so confident? Well, firstly, because I believe I'm an ideal person to make the business successful. I'm both a pet owner and a people person. I've had pets all my life, so I understand what pet owners would want from a pet sitter. I'm also an effective communicator and love talking to people. In addition, I have a great head for numbers – in my previous job I had to do regular financial reports, so I know how to manage costs. Finally, I'm very organized and can manage people and schedules, which is important for this business.

Describe what you will do to help the business succeed	I'm ready to do whatever it takes to help this business succeed. I'm serious about making this work, and I have left my full-time position to devote my energy to developing the business. I believe people are the most important part of any successful venture, so I'm going to interview and pick a team of pet sitters myself. I have also already had some meetings with an experienced web design team to build a user-friendly website. We just need your support to help us get to the next stage.
Conclude	Pet care is a fast-growing area. This is an opportunity to share in this growth. We could work together to create something special and make a real difference to the lives of pets who need care and attention. I hope you will consider my proposal. Thanks again for coming. Please let me know if you have any questions.

OUTLINE	NOTES
Introduce business concept and name	
Explain why this business is a good idea/investment	
Describe possible challenges/limitations	
Explain why you would make a good entrepreneur	
Describe what you will do to help the business succeed	
Conclude	

Useful expressions

PURPOSE	EXPRESSIONS
Greet audience	<i>Hello everyone.</i> <i>It's great to be here.</i>
Introduce a business concept	<i>Today, I'm offering you the chance to ...</i> <i>The concept is simple: ...</i>
Convince people	<i>Let me tell you why this is an excellent investment opportunity ...</i> <i>Best of all, because ...</i> <i>Why am I so confident? Well, firstly, because ...</i> <i>This is a golden opportunity for you to ...</i> <i>The upside is ...</i> <i>I'm ready to do whatever it takes to ...</i>
Explain a business idea and what needs to be done	<i>This is where [business name] comes in.</i> <i>First, we need to ...</i> <i>Second, we'll need to ...</i> <i>In other words, ...</i> <i>In addition, ...</i> <i>Finally, ...</i>
Describe challenges	<i>Of course, there are a few challenges to consider ...</i> <i>There are a few potential obstacles to think about ...</i> <i>Naturally, there's some work to be done around + -ing/noun</i> <i>I'm confident these challenges can be resolved, however ...</i>
Request investment	<i>We just need your support to...</i> <i>Today, I'm offering you the opportunity to invest in ...</i> <i>We are looking for investors to ...</i>
Conclude	<i>Thanks again for coming.</i> <i>I hope you will consider my proposal.</i> <i>Please let me know if you have any questions.</i>