

BUSINESS PLAN PRESENTATION TO ROBOTICS CONFERENCE

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Outline

***1.HI**

***2.What is a business plan?**

***3.Purposes of a business plan**

-internal audience

-external audience

***4.Sections of a Business Plan**

***5. HI**

***6. Objectives of a Business Plan for a Robotics Team**

***7.FIRST Resources**

1. HI (Audience says hi back) Humor intermission (HI)

STEM Joke: What was the most popular dessert at the Mathematicians' Luncheon?

2. What is a Business Plan?

A Business Plan is a statement by an organization of how it will achieve its aims and objectives

3. Purposes of a Business Plan

Internal: To establish a method, and, therefore, a direction, by which to succeed, and once established, to keep the organization focused

External: To provide evidence to outsiders that the organization has the plan and ability to achieve its aims and objectives

Why is this important? Outsiders need to be confident that the organization will achieve its goals Examples:

***A bank will lend money to a business whose business plan demonstrates that the business will be successful. The bank has confidence that the loan will be repaid**

***A sponsor will more likely contribute to a Robotics Team that demonstrates through its business plan that it will be successful**

***Maybe the principal of the school wants to know more about the Robotics team to direct more funds to the club**

4. Sections of a Business Plan

***There is no sacred list of sections that a Business Plan must have, but some are likely to be included.**

- Description of the Business and its product (EX:gourmet burgers)
- The nature of the market -statistics about number of rivals in gourmet burgers in relevant market and how it will differentiate itself (EX:big burgers, customized for buyer, fresh ingredients)
- The management and staff (their experience and education Example: CEO Jane Smith Harvard MBA, 10 years as CEO of ...)
- Financing (EX: \$ profits in 2017, 25 investors who have contributed 10, 000 each)

5. HI (Audience says Hi Back)

Humor Intermission

STEM Joke

To what court did the Electrical Engineer Appeal her case?

***The Business Plan must be accurate, while simultaneously promoting the organization. The goal of the plan is to achieve your objective, not necessarily to look a certain way.**

Compare to a College Application: You want to tell the truth-courses you have taken, grades, etc. But you might use the essay portion to personalize yourself

(maybe you like to dive off cliffs and you use these experiences to showcase that you are an adventurous learner). Maybe you ask for an interview with a college representative to make your adventurous, yet controlled nature, clear to college.

6. Objectives of Business Plan for a Robotics team:

Describe

- * the nature of your Club (number of members, what grades they are in, years n existence, how many robots you have, nature of robots, etc)
- * what you plan to achieve (improve knowledge of robots of team members, Advance STEM, contribute to technology of society, have fun, etc.)
- * what you have done to get there (we built this robot that does this, we go to workshops, we go to these competitions, we won these awards, our members went to these colleges)
- * and what you will do in future to get there (go to competitions, fundraise to finance trips to workshops and competitions, afford to acquire materials to build better robots, etc)

7. RESOURCES

FIRST (robotics organization)

<https://www.firstinspires.org/resource-library/fundraising-toolkit>

