P5, P6, M3 and D3 – The written elements.

# P5

A copy of your PowerPoint presentation used for your pitch. Including notes pages.

This should be a summary of your Business plan created for 19.2(a). Remember, just key words on th slides and a full account of each element in the notes section.

Suggested PPT structure:

* Title slide
* The loan amount required and what you will spend the money on
* Outline of your Marketing Plan
* Outline of your Financial Plan
* Outline of your Legal Plan
* Summary of your Sensitivity Analysis
* Summary of your Ratio Analysis
* Summary of your 7 Ps SWOT Analysis
* End slide

# P6

Responding to the feedback given at your pitch, describe the PROS (viability) and CONS (risks) of your start-up business.

Please use two separate headings for this: 1) Pros / Viability and 2) Cons / Risks.

# M3 and D3

ANALYSE the IMPACT of the pros and cons of your pitch (P6). Make sure you explain what the likely repercussions are going to be clearly **(M3)**.

ANALYSE the IMPACT of any other elements of the feedback you were given at the pitch that hasn’t already been covered in the pros and cons section **(M3)**.

If you do the above effectively, showing individuality, you will meet the requirements for **D3** as well.

Remember these are just the written elements of assignment 19.2(b). How well you do your pitch will also determine whether you get some or all of P5, M3 and D3.