

# Internet Activity Presentation Planner

## Introduction to Business Chapter 17 Managing Business Finances

In Chapter 17, you learned that, “Start-up capital is the money used to pay for the various assets and expenses of a brand new venture or business.” Such new businesses have problems finding investors because they have no track record to prove that the business can be profitable. Therefore, a major source of start-up capital is personal resources and money from friends and family of the individual starting the business. Start-up capital goes to pay for both initial start-up expenses and ongoing operating expenses. Start-up expenses include such things as business assets, advertising, insurance, and supplies. Operating expenses include rent, payroll, utility bills, and bank fees. Produce and prepare a 10-minute presentation about the start-up capital you would need to start a picnic table business. Assume that an uncle of yours has designed the tables, and that you will purchase the lumber, build the tables, and sell them. Discuss where you might get the start-up capital you need and what you will use it for.

### *Action Steps for Planning a Presentation*

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

### **1. Build Background Knowledge**

#### **Did You Know?**

*Think about these fascinating facts and what they may have to do with starting your business.*

#### **[begin bulleted list]**

- Seed capital is the money you need to do your initial research and planning for your business.
- Mezzanine capital, also known as expansion capital, is funding to help your company grow to the next level.
- Bridge funding bridges the gap between your current financing and the next level of financing.
- Equity capital is funding provided by people or firms who want to own a part of your company.
- Over 50% of small business start-ups are financed with personal funds.

#### **[end bulleted list]**

**Questions to Ponder**

*Think about these questions and what they might have to do with starting your business.*

**[begin bulleted list]**

- What is the best source of start-up capital?
- How do you determine how much capital you will need?
- How does the type of business you are planning affect the amount of start-up capital you will need?
- If the start-up capital is raised from friends and family, do those people own part of the company?

**[end bulleted list]**

**Key Search Words**

*Use key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.*

business loans, start-up capital, angel investors, equity, operating costs, start-up costs

**Web Sites**

---

---

---

---

---

---

---

---

---

---

---

---

## 2. Decide on Your Topic

### **Narrow Your Focus**

*Complete the following flow chart to narrow your topic. Choose a topic that interests you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.*

Investment > Funding a Business > \_\_\_\_\_

Title: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Approval: \_\_\_\_\_ Date: \_\_\_\_\_

(Teacher's Signature)

## 3. Conduct Research

### **Maintain a Bibliography**

*In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.*

#### **Books**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



#### 4. Write an Outline

##### **Main Ideas and Details**

*Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.*

##### I. Introduction

A. \_\_\_\_\_

B. \_\_\_\_\_

##### II. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### III. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### IV. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### V. Conclusion

A. \_\_\_\_\_

B. \_\_\_\_\_

## 5. Plan Visual Aids

### **Charts, Graphs, Photos, and Video Clips**

*Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.*

---

---

---

---

---

---

---

---

---

---

### **Tips on Creating and Using Visual Aids**

**[begin bulleted list]**

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.

