



GROUP PROJECT MANUAL

TCU ACAP WEEK: JULY 11 - 16, 2021

Group Project Overview

The Group Project is the capstone project for the week. Prior to ACAP Week, students are assigned to project teams. Using the provided template, each team select product or services business idea and develop business plan that includes financial statements. Teams will present pitch their business idea for 7 to 10 minutes before a panel of judges.

A Corporate Partner, local business professional and/or ACAP Alum (as available) may be assigned to each team as an advisor.

The advisor will review the team's deliverables before submission to the ACAP Leadership Team for review.

Judging Criteria

This is a business presentation. Considerations for grading include:

- Completeness
- Research Depth and Quality
- Presentation Delivery and Visual Aids (Spelling, Grammar, Clarity, Creativity)
- Professional Appearance Of The Team
- Bells and whistles (too much or too many slows down the presentation)
- Music in the background is acceptable but should be appropriate.

Earning Points

Points are accumulated during each phase of the process.

Max Points Available	Project Phase	Reviewer
50	Phase 1: Business Formation	Leadership Team
100	Phase 2: Final Presentation to Judges	Professional Panel
150	Total Points Available	

Prizes

Monetary prizes are awarded to each participant in the winning group. The winning group also presents at the Closing Session on Friday

Group Project Timeline

During ACAP Week, designated time has been set aside for Project Teams to work on the Group Project. It is critical to use that time wisely and fully to be ready for the “dress rehearsal” prior to the final group presentation.

Task	Day of Task	Time Period
Group Project Overview and Business Identification	Sunday, July 11	2:30 pm – 4:30 pm
Business Formation	Monday, July 12	3:00 pm – 5:00 pm
Business Formation	Tuesday, July 13	2:15 pm – 5:00 pm
Business Presentation Development	Wednesday, July 14	2:45 pm – 5:00 pm
	Thursday, July 15	10:30 am – 11:30 am
Project <i>Presentation</i> Rehearsal	Thursday, July 15	12:30 pm – 2:00 pm
Project Team Presentation	Thursday, July 15	2:30 pm – 5:00 pm

Business Formation

During the early stages of the Group Project, each Project Team is expected to discuss and decide on key elements of the business. Each Project Team is required to use the template included herein to document the following Business Formation Requirements:

- Company Name & Logo
- Company Profile
- Type Of Business and Products or Services Offered
- Company Name, Address, Other Contact Information
- Management Team
- Competitor Analysis
- Marketing Strategy
- Financial Projections

Group Project Teambuilding Template

INSTRUCTIONS: During the Project Teambuilding period, project team members use this time for effective onboarding and skills assessment. They introduce themselves to each other and review the attributes and skills of each member and how they can best contribute to the overall success of the team. Skills may include: some knowledge of accounting, good computer skills, good presentation skills, good at research, can draw, etc. This is a critical process and must not be overlooked or skipped.

The group should also identify and discuss some ground rules to establish member expectations, means of communication, resolving issues, etc.

Use the space below to document this exercise.

Project Advisor (s)	
Team Member	Key Skills
1.	
2.	
3.	
4.	
5.	

Project Team Assignments Template

INSTRUCTIONS: The Project Team is required to use the following template to document what assignments are given to each team member (strategy for completing the work). Going forward, each team member is expected to give a status of their assignment within their Project Team Meeting(s).

Name Phone Number Email Address	Assigned Task(s)	Due Date
1.		
2.		
3.		
4.		
5.		

Business Formation Template Guide

INSTRUCTIONS: The Project Team is required to use the [ONLINE Business Formation Template](#) to document key elements of their business.

Below is a guide that will help you complete the template properly.

Sessions delivered throughout the week are designed to support project development. While the template is designed to capture the minimum requirements, students are encouraged to do additional research as appropriate (can be done prior to week of ACAP).

Please Note: Project Advisor approval of the online template is required before developing the pitch presentation. The Project Advisor Approval PIN # is required to submit the template.

SECTION	CONTENT DESCRIPTION
TITLE	Company name Upload: Logo
COMPANY PROFILE	Provide all of the following: <ul style="list-style-type: none"> • Mission Statement and or Motto • Type Of Company (Manufacturer, Retailer, Service Provider) • Key officers and titles (people who manage the business)
PROBLEM/OPPORTUNITY	Describe one of the following: <ul style="list-style-type: none"> • The Problem Your Product Solves • The Opportunity You Seize • Marketplace Gap You Want To Fill
VALUE PROPOSITION	Describe how this product or service alleviates a problem for someone and/or the opportunity it seizes. <ul style="list-style-type: none"> • Purpose of Each Product and Its Importance to The Consumer • Overview of Your Products' Lifecycle - A product life cycle is the amount of time a product goes from being introduced into the market until it's taken off the shelves. A product life cycle is the amount of time a product goes from being introduced into the market until it's taken off the shelves. Give specific details. Upload a picture of the product.

Business Formation Template Guide

SECTION	CONTENT DESCRIPTION
COMPETITOR ANALYSIS	<p>Describe the competitive landscape. Research to identify companies that offer similar products or services. Capture the following:</p> <ul style="list-style-type: none"> • Names Of Competitors • Brief Description of What They Offer • Sales Data and Customer Demographics • Brief Conclusions Summarizing What Your Company Can Do Better <p>Describe what makes your product or service unique or better when compared to similar products.</p>
MARKETING PLAN	<p>Describe the people that will buy your product or service and how you will influence their decision.</p> <p>Include your pricing strategy.</p> <p>Explain how you are going to advertise your product or service. Identify at least three (3) ways that you will advertise your product or service.</p>
FINANCIAL STATEMENTS	<p>Start by reviewing your notes from the Accounting 101 session and the Financial Statement Quick Reference provided in the appendix of this manual.</p> <p>Use the financial statement development template (Excel) provided to document your key assumptions and calculations to support your Balance Sheet and Income Statement.</p> <p>Ensure that your prices cover all of your operating costs.</p>

Group Project Presentation Requirements

Each team is required to prepare a “business pitch” for potential investors. Use an appropriate combination of written and spoken word as well as visuals in the presentation. Brochures and/or handouts are acceptable but must be in good form. Be careful about using excessive graphics and/or bells and whistles. These tend to slow down the presentation.

Please Note: Below is the required structure of the slide presentation. The slide presentation may not exceed 15 slides. **Points will be deducted for exceeding the slide limit.**

Slide	Content
1	Title
2	Company Profile
4	Problem/Opportunity
5	Value Proposition
6	Competitor Analysis
7	Target Market/Customer
8	Market Plan
9	Financial Statements

Group Project Rehearsal

Each Project Team will rehearse their Group Presentation before an assigned team of judges to receive feedback. Each person on the team is required to participate in some form. The duration of presentation should be between 7 to 10 minutes. The presentation will be timed with a firm stop at 10 minutes (points are deducted for exceeding time limit).

- Use PowerPoint to prepare the slides for presentation.
- Be careful about using excessive graphics and/or bells and whistles. These tend to show down the presentation.

Activity

Business Plan Knowledge

Team's knowledge of the Group's business plan presented.

Presentation Skills

Clear and articulate speaking voices; speaks loud enough to be heard.

Nonverbal

Body language and non-verbal communication; looks engaged when fellow team member is presenting.

Delivery

No excessive reading from notes, slides, etc.

Slide Format

Clear fonts, not too many bells and whistles; business-like presentation.

Attention Getter

Holds the audience's attention; memorable.

Timing

Stays within the timeframe.

Final Group Project Presentation: Judges' Scoring

Each group will be randomly selected to present. The duration of the presentation should be between 7 and 10 minutes. The presentation will be timed with a firm stop at 10 minutes. The rubric applied to the final presentation is as follows:

Maximum Points	Activity
10	Business Plan Knowledge Team's knowledge of the Group's business plan presented.
20	Presentation Skills Clear and articulate speaking voices; speaks loud enough to be heard.
10	Nonverbal Body language and non-verbal communication; looks engaged when fellow team member is presenting.
20	Delivery No excessive reading from notes, slides, etc.
20	Slide Format Clear fonts, not too many bells and whistles; business-like presentation.
10	Attention Getter Holds the audience's attention; memorable.
10	Timing Stays within the timeframe.
100	Total Points



Financial Statement Quick- Reference

Basic Accounting Equation



Balance Sheet Formula and Structure

Balance Sheet

The Balance Sheet provides the financial position of a business at *a point in time*.

NOODLECAKE STUDIOS, INC.		<u>Explanation</u>
Balance Sheet (Projected) At September 30, 2018		Who: Name of the business What: Title of the statement When: Point in time
Assets		Resources controlled by the company
Cash	\$13,000	Amount of cash on hand and in the business's bank account
Accounts Receivable	2,500	Noodlecake's right to collect for sales/services provided on account
Supplies	500	Cost of paper and other supplies on hand
Equipment	14,000	Cost of computers, desks, etc.
Software	<u>6,000</u>	Cost of software and programming code purchased from others
Total Assets	<u><u>\$36,000</u></u>	Total amount of the company's resources
Liabilities and Stockholders' Equity		Claims on the company's resources
Liabilities		<i>Creditors'</i> claims on the company's resources
Accounts Payable	\$ 5,000	Amount owed to suppliers for prior credit purchases (on account)
Note Payable	<u>20,000</u>	Amount of loan owed to the bank (for promissory note)
Total Liabilities	<u>25,000</u>	Total claims on the resources by creditors
Stockholders' Equity		<i>Stockholders'</i> claims on the company's resources
Common Stock	10,000	Amount stockholders contributed for the company's common stock
Retained Earnings	<u>1,000</u>	Total earnings retained in the business (Exhibit 1.4)
Total Stockholders' Equity	<u>11,000</u>	Total claims on the company's resources by stockholders
Total Liabilities and Stockholders' Equity	<u><u>\$36,000</u></u>	Total claims on the company's resources

Typical Balance Sheet Accounts & Descriptions

Account Name

Description

Assets

Cash	Includes cash in the bank and in the cash register
Short-Term Investments	Investments in government securities and certificates of deposit
Accounts Receivable	The right to collect from customers for prior sales on credit
Interest Receivable	The right to collect interest from others
Inventory	Goods on hand that are being held for resale
Supplies	Items on hand that will be used to make goods or provide services
Prepaid Insurance	Amount paid to obtain insurance covering future periods
Prepaid Rent	Amount paid for rent relating to future periods
Notes Receivable	The right to collect from others under a formal agreement ("note")
Land	Cost of land to be used by the business
Buildings	Cost of buildings the business will use for operations
Equipment	Cost of equipment used to produce goods or provide services
Software	Cost of purchased computer programs and code
Intangible Assets	Brand names, goodwill, and other assets that lack a physical presence

Liabilities

Accounts Payable	Amounts owed to suppliers for goods or services bought on credit
Salaries and Wages Payable	Amounts owed to employees for salaries, wages, and bonuses
Accrued Liabilities	Amounts owed to others for advertising, utilities, interest, etc.
Deferred Revenue	Amounts (customer deposits) received in advance of providing goods or services to customers
Notes Payable	Amounts borrowed from lenders; involves signing a promissory note
Interest Payable	Amount owed on loans as the cost of borrowing
Bonds Payable	Amounts borrowed from lenders; involves issuance of bonds
Other Liabilities	A variety of liabilities with smaller balances

Stockholders' Equity

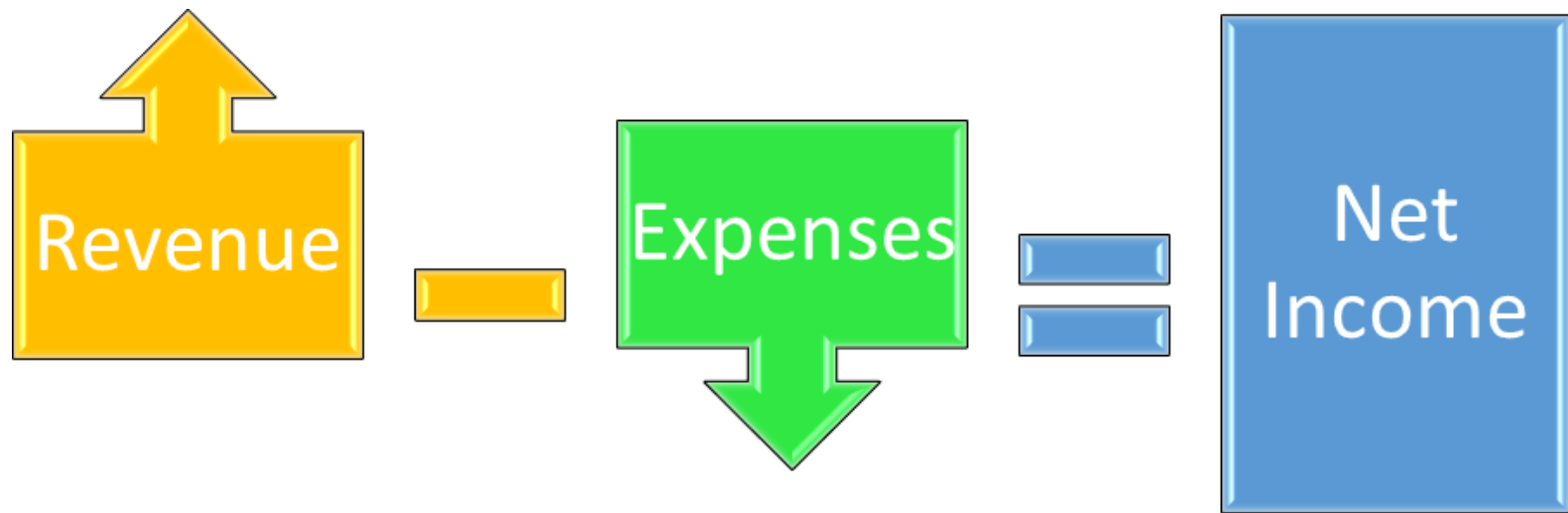
Common Stock	Amount of cash (or other property) contributed in exchange for the company's common stock
Retained Earnings	Amount of accumulated earnings not distributed as dividends



COACH'S TIP

Read this chart of accounts but don't memorize it. Also, don't try to force this chart of accounts on all problems. Account names vary from company to company.

Income Statement Equation



Remember: "It's not just how much you earn (Revenue) that really matters, it's how much you keep (Net Income)."

Income Statement

The Income Statement summarizes the financial performance of the business during the current accounting period.

NOODLECAKE STUDIOS, INC.		<u>Explanation</u>
Income Statement (Projected)		Who: Name of the business
For the Month Ended September 30, 2018		What: Title of the statement
		When: Accounting period
Revenues		
Sales Revenue	\$ 9,000	Revenue from selling apps to customers in September
Service Revenue	<u>3,000</u>	Revenue from providing consulting services to others
Total Revenues	<u>12,000</u>	Total revenues generated during September
Expenses		
Salaries and Wages Expense	5,000	Cost of salaries and wages for work done in September
Rent Expense	2,500	Cost of rent for the month of September
Utilities Expense	1,600	Cost of utilities used in September
Insurance Expense	300	Cost of insurance coverage for September
Advertising Expense	100	Cost of advertising done in September
Income Tax Expense	<u>500</u>	Cost of taxes on September's income
Total Expenses	<u>10,000</u>	Total expenses incurred during September
Net Income	<u><u>\$ 2,000</u></u>	Difference between total revenues and total expenses

Typical Income Statement Accounts & Descriptions

Account Name	Description
Revenues	
Sales Revenue	Arise from delivering products in the ordinary course of business
Service Revenue	Arise from providing services in the ordinary course of business
Rent Revenue	Amounts earned by renting out company property
Interest Revenue	Amounts earned on savings and loans to others
Dividend Revenue	Dividends earned from investing in other companies

Account Name	Description
Expenses	
Cost of Goods Sold	Cost of products sold in the ordinary course of business
Repairs & Maintenance Expense	Cost of routine maintenance and upkeep of buildings/equipment
Advertising Expense	Cost of advertising services obtained during the period
Depreciation Expense	Cost of buildings and equipment used up during the period
Insurance Expense	Cost of insurance coverage for the current period
Salaries and Wages Expense	Cost of employees' salaries and wages for the period
Rent Expense	Cost of rent for the period
Supplies Expense	Cost of supplies used up during the period
Delivery Expense	Cost of transportation to deliver goods to customers
Utilities Expense	Cost of power, light, heat, Internet, and telephone for the period
Amortization Expense	Cost of intangible assets used up or expired during the period
Interest Expense	Cost of interest charged on outstanding debts owed during the period
Income Tax Expense	Taxes charged on net income reported for the period