**Mosleytown Marketplace Project**

Phase Two: Proposal for Small Business Loan and Potential Investors

Your goal is to generate capital for your business by persuading the bank (Ms. Mosley) to grant you a small business loan and gaining as many investors as possible (from Class B). How?

* Consider your audience
* Use persuasive techniques
* Be professional but creative
* Organize and proofread
* Support your argument with facts
* Use specific examples

Organization:

1. Name of your business with picture or logo
2. Describe the good or service you want to sell
3. Explain why you think it is a profitable idea. For example:
   * Is it a need or a want?
   * Who are you going to market to? Why will they buy?
   * What quantity will they purchase?
   * Will the cost to produce the good or provide the service be low compared to the price you can charge?
4. Identify the resources you already have – skills, technology, time, etc.
5. List the additional resources you will need with an estimated cost (provided by Ms. Mosley)
6. Make a persuasive argument for why the bank should give you a loan or the investors should give you money for production. Address questions they would have such as:
   * What risk is involved?
   * What is the potential return on investment?

Product

It must be a digital presentation that can be posted on Edmodo and shown to investors in Class B without you being there. You may want to consider using a Powerpoint/Prezi with voice narration or making a Video with visual charts/graphs.

Rubric

Quality of idea and supporting arguments \_\_\_ /10

Professional organization of presentation \_\_\_ /10

Effectiveness of persuasive techniques \_\_\_ /10

TOTAL \_\_\_ / 30