PRINCIPLES OF ACCOUNTING & FINANCE
Assessment #2: Entrepreneurship

You have been selected to start a school-based enterprise/business. Your first step is to generate a business idea that aligns with the policies and need/wants of the school. You will need to recognize a business opportunity at Arundel High School and present it in an organized and convincing manner using a Microsoft Sway presentation with audio explanations (using your voice) on each page.

In this hypothetical situation, you are free to assume that we are back in school in a COVID-free environment. Alternatively, you could also say your school-based business will be for when/if we go back to school and we are still battling the disease as a nation. Whatever you want to do, but it must be a viable and realistic business.

In your presentation, please include the following:

1. **The Name of the Business** – Also state why you named the business whatever you named it.

2. **The Product(s)/Service(s)** – What will you be selling or what service(s) will you be providing?

3. **The Need** – Why is there a need for your product(s) or service(s) at Arundel? What does your product/service do for students or teachers? Why is your business different from something already here or something they can get outside of school?

4. **Hours & Location** – Cannot be during class periods 1, 2, 3, or 4 and must be somewhere on school property.

5. **Competitors** – Where would someone else spend their money instead of spending it at your business?

6. **Initial Materials & Costs** – This might be supplies, tables, cash register, advertising posters/banners, machinery, laptops, etc. What will you need to start the business and how much will it cost? Give us a list, the costs, and a total initial start-up cost. Depending on your business, this might take the most time to do.

7. **Pricing** – What will be the cost of your goods or services to your customers? How did you come up with those numbers? Give actual proof/research.

8. **Employees** – How many employees will you need? Will the employees be students or teachers? What are the different roles and responsibilities for your employees? How much will they be paid per hour?

9. **Challenges** – What could stop you from being successful? Do not leave this section blank. Think critically.

For this assessment, you will be creating a **Microsoft Sway** presentation. Here are some tutorials on the website and software:

- https://support.office.com/en-us/article/getting-started-with-sway-2076c468-63f4-4a89-ae5f-424796714a8a
- https://www.lifewire.com/create-microsoft-sway-presentation-4684680
- https://www.groovypost.com/howto/create-your-first-microsoft-sway/
- https://www.youtube.com/watch?v=0N1Z3EDjhn0
- https://www.youtube.com/watch?v=L47pjbEvd8A
- *How do add audio to a page:* https://www.youtube.com/watch?v=AQR5MZ0MBrk

Also, here's an example of a presentation that Mr. Metzger once had to make for a class:
https://sway.office.com/DIbDSdcVhb4kysDj?ref=Link&loc=play

Lastly, on your Google Classroom, I have also included 3 student examples of this project from last year, *but*…

1. They worked in groups. You will work solo.
2. They used Google Slides or Powerpoint. You will be using Microsoft Sway.
3. They don't have audio on their slides because they presented live in class. You will add audio of your voice to each page/slide.
4. These are examples, so if you steal any of their information or ideas, it is an automatic failure on this project.

To start, go to https://sway.office.com/ and see the rubric below.

You will have the rest of class today (Monday) and all of next class (Thursday) (after checking in for attendance and circle-up) to create your presentation. Your Sway links are due to me in Google Classroom on Wednesday, September 30th at 11:59pm. Have fun 😊

Rubric	Points Possible	Points Scored
A slide/page for #1 The Name of the Business	6	
A slide/page for #2 The Product(s)/Service(s)	6	
A slide/page for #3 The Need	6	
A slide/page for #4 Hours & Location	6	
A slide/page for #5 Competitors	6	
A slide/page for #6 Initial Materials & Costs	6	
A slide/page for #7 Pricing	6	
A slide/page for #8 Employees	6	
A slide/page for #9 Challenges	6	
Did you add audio of your voice to each slide and explain the slide?	16	
Is the idea/concept realistic and feasible?	15	
Was the information viable and accurate?	15	
TOTALS	100	

Lastly, when you turn in your final product, here is what you should do:
1. In the top right of your screen, there is a "Share" button
2. Click that link and make sure the "Invite people to" is on "View" so that I can only see your presentation and not edit it.