BUILD YOUR OWN MINI VENTURE PLAN

🍰 Build Your Own Mini Venture Plan

Points: 20 (creativity + planning quality)
Format: Individual, online submission
Time Estimate: 45–60 minutes
Submission: Upload a 1–2 page PDF/Word doc or 5–7 slides (export to PDF)

🎯 Purpose

You will apply the principles of venture creation and launch by designing a mini-business plan for a brand-new company. Use the Sweet Haven Bakery business plan as inspiration—but note that it is an abbreviated (mini) plan, not a full-length business plan. Use it as your template for structure, headings, and the level of detail expected.

✅ Instructions

Step 1: Choose Your Venture Idea

Select one product or service to build a venture around. You may use one of these examples or invent your own:

- *Eco-friendly cleaning products*
- *Mobile tutoring app*
- *Food truck with fusion cuisine*
- *VR fitness experience*
- *Pet daycare with live camera streaming*
- *Artisan bakery (like Sweet Haven)*
- *Subscription box for healthy snacks*
- *Drone delivery service*
- *AI-powered resume builder*

Step 2: Create Your Mini Venture Plan

Organize your plan using the five sections below. Use headings and write in clear, complete sentences—matching the format of the Sweet Haven abbreviated plan.

1. *Company Description*
   - *What does your business do?*
   - *Who are your customers (be specific)?*
2. *Market Need*
   - *What problem are you solving—or what need are you meeting?*
   - *Who is your target audience and why do they need this?*
3. *Operations*

- *Where/how will the business run (online, storefront, mobile, hybrid)?*
- *What key resources do you need to deliver the product/service (tools, people, materials, platforms)?*

4. *Marketing Strategy*
- *How will you attract customers?*
- *How will you keep them? (examples: social media, events, partnerships, referrals, email, loyalty program)*

5. *Financial Snapshot*
- *Identify one major cost (startup or operating)*
- *Identify one revenue source (how you make money)*

Step 3: Record Your Mini Pitch (1–2 minutes)

Create a short pitch video or audio recording (phone recording is fine). Your pitch should include:

- *A strong hook (attention-grabber)*
- *The highlights of your plan (what it is, who it's for, why it matters)*
- *A clear closing: why your business will succeed*

Submit: a link to your recording or upload the file.

📌*What to Submit (2 items)*

1. *Mini Venture Plan (1–2 pages OR 5–7 slides)*
2. *Pitch Recording (1–2 minutes)*

✅*Grading Rubric (20 points)*

- *Creativity & Originality (5 pts): Idea is fresh, unique, or adapted in an interesting way*
- *Clarity of Plan (10 pts): All 5 sections are complete, specific, and logical*
- *Pitch Quality (5 pts): Clear, confident, and persuasive; includes hook + close*