

**Astronomy 4800 - Space Science: Practice and Policy**  
**Spring 2017**  
**Space Technology Business Plan and Presentation**  
(35% of total grade)

Please prepare a business plan for a company that would build some aspect of space technology here in Colorado. Your final project will be a set of heavily notated PowerPoint (or Prezi) slides that you will present to the class. You will receive points for the quality of your slides and notes and points for the presentation to the class.

Your key resource for developing a business plan will be the Small Business Administration (SBA) website: <https://www.sba.gov/starting-managing-business>. The librarians at the William White Business Library at the Leeds School in the Koelbel building can also help you.

Milestone Due Dates:

You will need to submit status reports to Professor Burns for your team on the following dates:

- February 10 - Describe idea for space technology company and describe team member roles. Dr. Burns will approve your company idea before you start work to avoid duplication.
- February 24 - Company Description
- March 17 - Market Analysis
- April 3 – Organization and Management; Financial Projections
- April 10 – Draft presentation slides to be reviewed by Dr. Burns
- May 1 – Final slides
- May 5 and May 7 (from 7:30 to 10 pm) – Business plan presentations to class.

**BUSINESS PLAN**

Company Description (4 slides):

1. Describe the nature of your business and list the marketplace needs that you are trying to satisfy.
2. Explain how your products and services meet these needs.
3. List the specific consumers, organizations or businesses that your company will serve.
4. Explain the competitive advantages that you believe will make your business a success such as your location, expert personnel, efficient operations, or ability to bring value to your customers.

Market Analysis (5 slides): <https://www.sba.gov/starting-managing-business>

1. Industry description and outlook.
2. Target market (Who? Critical needs to be met? How large? Expected market share?)
3. Competitors
4. Regulatory restrictions
5. Pricing structure

Organization and Management (4 slides): <https://www.sba.gov/starting-managing-business>

1. Organization chart
2. Management team
3. Ownership
4. Board of Directors

Financials (4 slides): <https://www.sba.gov/starting-managing-business>

1. Estimate of start-up costs
2. Prototype costs?
3. Budgeted revenues
4. Budgeted costs

Executive Summary (1 slide): <https://www.sba.gov/starting-managing-business>

The Executive Summary will be the last slide you prepare but the first slide you present.

1. What is your company, your product/service, and who are your customers?
2. How will you build your company?
3. Why do you believe your company will be successful solving customers' needs?

References: (embed in slide notations where appropriate or submit separate document)

## **PRESENTATION**

Your presentation should be no more than 20 slides. You will have 20 minutes to present (15 minutes to present and 5 minutes for Q&A) from other students and faculty. You will be evaluated on the quality and content of your presentation, how well you answer audience questions, a peer assessment from your team members, and peer assessments from students and faculty listening to your presentation.