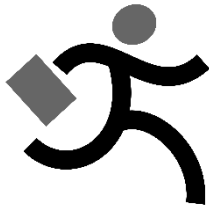


# Corporate Finance Project I: Playing the Entrepreneur & the Banker

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## Part 1: You're the Entrepreneur

Create a quick 6-slide business plan for a new corporation, including the name of the business, the management team, a description of your products or services, your target market, your competition, and what makes your business unique.

Make sure your pitch gives all the details that an investment banker will need to create a "prospectus" for interested investors.

## Part 2: You're the Investment Banker

Now your role is to prepare a 1-page Word document that is a pitch to potential investors for the stock of your company from Part 1. Use the information in Part 1 to prepare a document that will convince investors to buy shares in your client's IPO. Be persuasive!!!



Your pitch has to include all of the relevant information, including the positives and risks of the investment. Your "prospectus" should include a description of the business (name of the business, the management team, a description of the products or services, the target market, their competition, and what makes the business unique).

You also need to include a description of the risk factors for investors: what are the things that an investor should know and/or be concerned about. This is an important legal requirement and must be truthful and complete.