

ENTREPRENEURSHIP - Digital Information Product Business [TOTAL = 194 points]

Your entrepreneurial task is to start up a Digital Information Product Business (How-to Video e-Books). You'll start by creating a business plan. Your marketing strategy includes a few elements: 1.) You will give away a FREE secret that will hook your potential prospects into wanting what your product has to offer. 2.) You will create your main product (a Video e-Book) with a Master Resale Rights license. 3.) You will create a downsell product (a text-based e-Book in a .PDF file). 4.) You will create a short video pitching your new business and your main flagship product to a group of investors (The Sharks). These "Sharks" will choose which product they will invest their time and resources in, as they market the digital product using personalized web pages (PURLs). Your objective is to develop a quality product that offers a unique value that prospects want, and to create compelling pitches to increase sales and convince investors to market your product.

Category	44 - 0				GRADE
Business Plan (see outline)	<ul style="list-style-type: none"> - Top header includes the title of the document (Business Plan), your business name, and the company owner(s) - Complete sentences typed using the Times New Roman 12 point size font. - Very specific information with important details/descriptions for all 18 sections - Proper headers for each section in bold - Copyright notice 	- See Business Plan Outline for grading details.	- See Business Plan Outline for grading details.	- See Business Plan Outline for grading details.	
Category	50 - 45	44 - 36	35 -25	24 - 0	GRADE
The Product: Video e-Book (V-Book)	<ul style="list-style-type: none"> - Good introduction (ex., "Thank you for ordering _____. In this video, I'm going to show you...") - Value content (information is useful and not easily obtained) - Clearly presented or demonstrated - Content is interesting/entertaining - 5+ minutes in length - Benefits are mentioned - Good closing (remind customer of your main point and wish them all the best) 	<u>One or more apply:</u> <ul style="list-style-type: none"> - OK Intro - Content was somewhat useful - Presentation/info was somewhat clear and interesting - 4+ min. in length - Benefits missing - OK closing 	<u>One or more apply:</u> <ul style="list-style-type: none"> - Mediocre Intro - Content could be more useful - Presentation/info could be more clear and interesting - 2.5+ min. in length - Benefits missing - Mediocre closing 	<u>One or more apply:</u> <ul style="list-style-type: none"> - Weak Intro - Content not very useful or unique - Presentation/info was unclear and somewhat weak - 1+ min. in length - Benefits missing - Mediocre closing 	
Category	50 - 45	44 - 36	35 -25	24 - 0	GRADE
Customer Pitch (Squeeze Page - Hook Video) and Shark Pitch (to Investors)	<ul style="list-style-type: none"> - Hook reveals a valuable "Secret" (ah-ha moment) - Strong transition into the main V-book product with several compelling benefits - Includes added value: money-back guarantee, sales price, resell rights, etc. - Hook video is 30-90 seconds / Shark pitch is 1-3 minutes - Strong shark presentation covering: <ul style="list-style-type: none"> • your company info, mission statement, target market, and future growth plans • your product description, benefits, added bonuses, and pricing strategies • your offer (percentage of sales/equity) 	<u>One Missing/Weak:</u> <ul style="list-style-type: none"> - Valuable Secret - Strong transition into main product - Compelling benefits - Added value, sales price, guarantee, or resell rights. - 30-90 sec. Hook - 1-3 min. Shark Pitch - Shark presentation could be presented better or have shown more enthusiasm. 	<u>Two Missing/Weak:</u> <ul style="list-style-type: none"> - Valuable Secret - Strong transition into main product - Compelling benefits - Added value, sales price, guarantee, or resell rights. - 30-90 sec. Hook - 1-3 min. Shark Pitch - Shark presentation was weak or lacked enthusiasm. 	<u>Three Missing/Weak:</u> <ul style="list-style-type: none"> - Valuable Secret - Strong transition into main product - Compelling benefits - Added value, sales price, guarantee, or resell rights. - 30-90 sec. Hook - 1-3 min. Shark Pitch - Shark presentation was poor or had very little to no enthusiasm. 	
Category	50 - 45	44 - 36	35 -25	24 - 0	GRADE
The Downsell (e-Book) and Resale Rights License in a separate .PDF file.	Includes: <ul style="list-style-type: none"> - Title page with graphic(s) & trademark(s) - License/Disclosure page - 2-5 pages of textual content using information provided in the video that is substantial and contains pics & useful info - Double spaced, Arial, 14 points - Copyright notice - Separate RR or MRR License document - Separate User Rights License document - Three .PDF copies (e-book & licenses) - All files zipped together in one .zip file 	<u>One Missing/Weak:</u> <ul style="list-style-type: none"> - Title page, graphic or trademark - License/Disclosure - 2-5 pages of text - Lots of useful info - Double spaced, Arial, 14 points - Copyright notice - Three .PDF copies (e-book & licenses) - Complete .zip file 	<u>Two Missing/Weak:</u> <ul style="list-style-type: none"> - Title page, graphic or trademark - License/Disclosure - 2-5 pages of text - Lots of useful info - Double spaced, Arial, 14 points - Copyright notice - Three .PDF copies (e-book & licenses) - Complete .zip file 	<u>Three Missing/Weak:</u> <ul style="list-style-type: none"> - Title page, graphic or trademark - License/Disclosure - 2-5 pages of text - Lots of useful info - Double spaced, Arial, 14 points - Copyright notice - Three .PDF copies (e-book & licenses) - Complete .zip file 	
Total Points and Comments /194 pts					