

**National Association of Black Accountants, Inc.  
and  
Southern Methodist University**



*"Lifting As We Climb"*



**Group Project Manual**

ACAP Week, June 9 - 14, 2019

# Group Project Timeline

Task	Day of Task
Group Project Overview	Sunday
Business Formation; Organizational Structure	Monday
Accounting 101 Class Lunch & Learn: Accounting Careers Business Formation; Marketing Strategy 1 <sup>st</sup> Draft: Pro Forma Financial Statements (Review)	Tuesday
Final Business Plan; Final Financial Statements; Preparation of Slides; Press Release (optional)	Wednesday
	Thursday AM
Group Rehearsal	Thursday PM
Group Presentation (Judges scores)	Thursday Night

1. The assigned Counselor should review his/her Group’s work before submission to the Executive Director or his designee for review and grading. This is a business presentation; thus, other considerations for grading include:
  - Clarify of expression
  - Grammar
  - Spelling
  - Color scheme
  - Font size
  - Bells and whistles (too much or too many slows down the presentation)
  - Music in the background is acceptable, but should be appropriate
  
2. Your presentation will be graded by a panel of investors or judges during the Talent Show/Group Presentation on Thursday night.

Note: If all project work is done correctly and on time each day, there is no reason why each Project Team would not be ready for the “dress rehearsal” on Thursday afternoon prior to the Group Presentation and Talent Show on Thursday night. Please use your time wisely.

## Group Project Overview

The Group Project is the capstone project for the week; thus students are assigned to Project Groups prior to check-in. Each group will act as Accounting/Finance Consultants and decide what type of business they are in (e.g., public accounting firm, consulting, firm, corporation, small business, governmental agency, academia, or non-profit) and what services they provide (e.g., audit, tax, advisory, internal audit, bookkeeping, accounting education, financial services, forensics, etc.). (Note: See the Business Plan Template: <https://www.surveymonkey.com/r/HXBGDH8>.)

Each Project Group will pitch its products or services idea to a group of potential clients/customers which act as judges. In order to meet the challenge, students will be required to prepare a 7 to 10-minute business plan presentation on Thursday night of ACAP Week. The clients/customers will listen to each of the Project Groups and decide which group best meets the assigned criteria. Points accumulated from earlier in the week (maximum of 500 points) are added to the points earned on Thursday night (maximum of 100 points). The winning Project Group (of a maximum 600 points) will present at the Closing Luncheon on Friday.

A Corporate Partner or local business professional and/or ACAP Alum (as available) may be assigned to each group as an advisor or mentor.

### Create a Business Plan:

- Business Formation (100 points):
  - Onboarding/Skills Assessment
  - Workgroup Ground Rules
  - Distribution of Work
  - Type of Business or Service
  - Name of Business
  - Mission Statement
  - Brand Recognition
  - Slogan
  - Location of Headquarters
  - Executive Roundtable Research
  - Officers of the Business

- Marketing Plan/Strategy (150 points):
  - Market Analysis
  - Customer Loyalty
  - Marketing
  - Product Mix
  - Pricing

:

- Pro Forma Financial Statements (150 points)
  - Pro Forma Balance Sheet
  - Pro Forma Income Statement
- Proof of Concept Review
- Press Release (optional—additional 10 points)
- Complete/Final Business Plan

### **Rehearsal (100 points)**

### **Presentation (100 points):**

- PowerPoint slides
- 7 to 10 minutes
- Excellent presentation skills (clear and articulate speaking voices, positive body language, attention getter, proper presentation format, team's knowledge of the plan presented)

## Business Formation; Marketing Strategy (250 Points)

Done (Initials)	Date	Max. Points	Earned Points	Activity
		25		Brainstorming: Onboarding/Skills Assessment, Work Group Ground Rules, Distribution of Work
		25		Type of Business or Service, Name of Business, Mission Statement, Location of Business, Officers
		25		Brand Recognition, Slogan or Jingle
		25		Executive Roundtable Research
<b>Sub-Total</b>		<b>100</b>	<b>Business Formation</b>	
		25		Market Analysis, Customer Loyalty
		40		Marketing
		25		Product Mix; Pricing
		50		Final Business Plan
		10		Press Release (optional)
<b>Sub-Total</b>		<b>150</b>	<b>Marketing Plan/Strategy</b>	
<b>Total</b>		<b>250</b>	<b>Note: 260 if Group opts for Press Release</b>	

# Pro Forma Financial Statements (150 Points)

This section of the project produces the Pro Forma Balance Sheet and Pro Forma Income Statement, with the underlying assumptions.

The Pro Forma Balance Sheet takes a snapshot of your assets, your liabilities or debts, and your net worth on a certain day (e.g., end of year). Assets are such things as cash, savings accounts, equipment, vehicles, life insurance policies, patents, copyrights, accounts receivables, land, items for sale or things that are almost ready for sale. The Pro Forma Income Statement tells you how much money you made, how profitable you were, and provide you with important information for operational decisions (e.g., whether you should increase operations or cut back). The Pro Forma Income Statement is for a period of time (usually one year).

During the week, you will receive a scenario from the Executive Director or his designee. This scenario could negatively impact your business. You must incorporate into your presentation any ideas you have of minimizing the impact of the scenario.

Done (Initials)	Date	Max. Points	Earned Points	Activity
		70		Pro Forma Balance Sheet
		70		Pro Forma Income Statement
		10		Impact of Scenario
<b>Total</b>		<b>150</b>		

Reviewed by \_\_\_\_\_ Date \_\_\_\_\_

## Group Project Rehearsal (100 Points)

Each group will rehearse their Group Presentation before an assigned professional prior to the actual competition on Thursday night. The Wining Group will present at the Closing Luncheon on Friday. Be sure that your presentation is in the 7 to 10-minute timeframe and in good form for presenting to any audience. Basically you should observe the following:

- Each group will present.
- Each person in the group will participate in some form.
- Brochures and/or handouts are acceptable but must be in good form.
- Be careful about using excessive graphics and/or bells and whistles. These tend to slow down the presentation.
- Use PowerPoint to prepare your slides.

Done (Initials)	Date	Max. Points	Earned Points	Activity
		10		<b>Business Plan Knowledge:</b> Teams' knowledge of the plan presented.
		20		<b>Presentation Skills:</b> Clear and articulate speaking voices, speaks loud enough to be heard.
		10		<b>Non-Verbal:</b> Body language and non-verbal communication: looks engaged when fellow team member is presiding.
		20		<b>Delivery:</b> No excessive reading from notes, slides, etc.
		20		<b>Slide Format:</b> Clear fonts, not too many bells and whistles business-like presentation
		10		<b>Attention Getter:</b> Holds the audience's attention; memorable
		10		<b>Timing:</b> Stays within the timeframe
<b>Total</b>		<b>100</b>		

# Group Presentation (Judges Scores), 100 points

Each group will present their Group Company on Thursday night. The winning group will make their presentation at the Closing Luncheon on Friday. Be sure that your presentation is in the 7 to 10-minutes timeframe and is in good form. Basically, you should observe the following:

- Each group will present.
- Each person in the group will participate in some form.
- Brochures and/or handouts are acceptable but must be in good form.
- Be careful about using excessive graphics and/or bells and whistles. These tend to slow down the presentation.
- Use PowerPoint to prepare your slides.

Done (Initials)	Max. Points	Earned Points	Activity
	10		<b>Business Plan Knowledge:</b> Teams' knowledge of the plan presented.
	20		<b>Presentation Skills:</b> Clear and articulate speaking voices, speaks loud enough to be heard.
	10		<b>Non-Verbal:</b> Body language and non-verbal communication: looks engaged when fellow team member is presiding.
	20		<b>Delivery:</b> No excessive reading from notes, slides, etc.
	20		<b>Slide Format:</b> Clear fonts, not too many bells and whistles business-like presentation
	10		<b>Attention Getter:</b> Holds the audience's attention; memorable
	10		<b>Timing:</b> Stays within the timeframe
<b>Total</b>	<b>100</b>		