

NATIONAL ASSOCIATION OF BLACK ACCOUNTANTS, INC.



"Lifting As We Climb"



GROUP PROJECT MANUAL

DALLAS ACAP WEEK: JUNE 27 – JULY 2, 2021

Group Project Overview

The Group Project is the capstone project for the week. Prior to ACAP Week, students are assigned to Project Teams and are encouraged to begin interactions with each other prior to arrival on camp. Using a tailored rubric and template, each group will develop its business plan, create its logo, marketing strategy, financials, and present their project for 7 to 10 minutes before a panel of judges. Points accumulated from earlier in the week are added to the points earned during the final competition. Monetary prizes are awarded to each participant in the winning group. The winning group also presents at the Closing Luncheon on Friday.

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

Each Project Team will have an assigned ACAP Counselor. The ACAP Counselor should review his/her Project Team's work/deliverables before submission to the Executive Director or his/her designee for review on a timely basis. The Business Formation is worth 50 points.

Thus, a Project Team could consist of:

- Project Team Advisor/Mentor (Corporate Partner, business professional, or ACAP Alum)
- ACAP Counselor
- Group of Assigned ACAP Students

This is a business presentation; thus, other considerations for grading include:

- Clarity 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.

Again, each presentation will be graded by a panel of judges during ACAP Week.

Group Project Timeline

During ACAP Week, designated time has been set aside for Project Teams to work on the Group Project. If all project work is done correctly and on time each day, there is no reason why each Project Team should not be ready for the “dress rehearsal” prior to the final Group Presentation. Project Teams are encouraged to use their time wisely. Students are also encouraged to listen closely to information shared during other ACAP Week events that will aid in their decision making. Students are further encouraged to do additional research as appropriate.

| Task | Day of Task | Time Period |
|--|--------------------|---------------------|
| Group Project Overview | Sunday, June 27 | 9:00 pm – 9:30 pm |
| Project Teambuilding | Sunday, June 27 | 9:30 pm – 10:00 pm |
| Project Team Collaboration (Business Formation) | Sunday, June 27 | 10:00 pm – 11:00 pm |
| | Monday, June 28 | 8:00 pm – 10:00 pm |
| Project Team Collaboration | Tuesday, June 29 | 9:30 pm – 11:00 pm |
| | Wednesday, June 30 | 9:00 pm – 11:00 pm |
| | Thursday, July 1 | 9:00 am – 12:00 pm |
| Project Team Rehearsal | Thursday, July 1 | 1:00 pm – 4:00 pm |
| Project Team Presentation | Thursday, July 1 | 7:00 pm – 10:00 pm |

Business Formation (50 points)

During the early stages of the Group Project, each Project Team is expected to discuss and decide on key elements of the business. Each Project Team is to use the template included herein to document the following Business Formation Requirements:

- Type of business and products or services offered, etc.
- Company name, address, other contact information, etc.
- Management team
- Mission statement, logo, motto, or slogan
- Competitor analysis
- Marketing strategy
- Pricing
- Financial projections

Group Project Teambuilding Template

INSTRUCTIONS: During the Project Teambuilding period on Sunday night, Project Team members use this time for effective onboarding and skills assessment within their Project Groups. Hence, they introduce themselves to each other and review the attributes and skills of each member and how they can best contribute to the overall success of the team. Attributes may relate to those personality traits, etc. that students identified during their Interest Inventory and/or noted by their interviewer during the ACAP interview. Skills may include: some knowledge of accounting, good computer skills, good presentation skills, good at research, can draw, etc. This is a critical process and must not be overlooked or skipped. The Team should also identify and discuss some ground rules to establish member expectations, means of communication, resolving issues, etc. Use the space below to document this exercise.

| Team Members | |
|---------------------------------|--|
| • Project Advisor (s) | |
| • ACAP Counselor | |
| • Team Members | |
| | |
| | |
| | |
| Team Member Attributes & Skills | |
| 1. | |
| 2. | |
| 3. | |
| 4. | |
| 5. | |
| 6. | |

Business Formation Requirements Template (50 points)

INSTRUCTIONS: The Project Team is required to use the following template to document key elements of their business. This template is designed to be used as a checklist, but this information is better presented as a typed document for review by the Group Project Advisor/Mentor, ACAP Counselor, and Executive Director. See <https://www.surveymonkey.com/r/5HGBPG3>.

Approval/sign-off to move forward should be obtained by Wednesday night.

| | |
|---|--|
| Type of business and products or services offered | |
| Company Name, Physical Address, Other Contact Information, etc. | |
| Management Team (name and job role) | |
| Mission Statement, Logo, Motto (or Slogan) | |
| Competitor Analysis | |
| Marketing Strategy | |
| Pricing | |
| Financial Statements | |

Group Project Guidelines/Requirements

The following guidelines are provided to the Project Team as they prepare their PowerPoint presentation (by Thursday morning). The students are to use an appropriate combination of written and spoken word and visuals in the presentation of their product or service.

| Slide | Content | Comment |
|-------|-----------------------------|---|
| 1 | Title | Company name, address, email address, website, phone number. |
| 2 | About the Company | Mission statement, logo, motto; accomplishments. |
| 3 | Management Team | Key officers and titles; people who manage the business. |
| 4 | Problem/Opportunity | Describe the service or product you are providing. Describe how this product or service alleviates a problem for someone and/or brings joy to someone. Include a picture of the product. |
| 5 | Value Proposition | Explain the value (dollars) of the problem you are alleviating or the value of the joy you are bringing to someone. Give specific details, include picture of your product or service. |
| 6 | Comparative Analysis | Describe what makes your product or service unique or better when compared to similar products. Provide picture or pictures to prove your point. |
| 7 | Business Model | Describe the people who you think will buy your product or service and how you are going to entice them to buy your product or service. |
| 8 | Market Plan | Explain how you are going to advertise your product or service. Identify at least three (3) ways that you will advertise your product or service. A Press Release is optional and is worth an additional 10 points. |
| 9 | Competitive Analysis | Describe the competitive landscape. Who are your competitors? How many? What are your advantages and disadvantages? |
| 10 | Financial Statements | Provide a current year balance sheet and an income statement. |

Group Project Rehearsal (50 points)

Each Project Team will rehearse their Group Presentation before an assigned team of judges on Thursday afternoon of ACAP Week. The presentation should be in the 7 to 10-minute timeframe and in good form for presenting to any audience. Basically, the Project Team should observe the following:

- Each team will present.
- Each person on the team 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 show down the presentation.

Use PowerPoint to prepare the slides for presentation.

| Maximum Points | Earned Points | Activity |
|----------------|---------------|---|
| 5 | | Business Plan Knowledge: Team's knowledge of the Group's business plan presented. |
| 10 | | Presentation Skills: Clear and articulate speaking voices; speaks loud enough to be heard. |
| 5 | | Nonverbal: Body language and non-verbal communication; looks engaged when fellow team member is presenting. |
| 10 | | Delivery: No excessive reading from notes, slides, etc. |
| 10 | | Slide Format: Clear fonts, not too many bells and whistles; business-like presentation. |
| 5 | | Attention Getter: Holds the audience's attention; memorable. |
| 5 | | Timing: Stays within the timeframe. |
| 50 | | |

Group Project: Judges' Scoring (100 points)

Each Project Team will present on Thursday night of ACAP Week. The presentation should be in the 7 to 10-minute timeframe and in good form for presenting to any audience. Basically, the Project Team should observe the following:

- Each team will present.
- Each person on the team 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 show down the presentation.

Use PowerPoint to prepare the slides for presentation.

| Maximum Points | Earned Points | Activity |
|----------------|---------------|---|
| 10 | | Business Plan Knowledge: Team's knowledge of the Group's business plan presented. |
| 20 | | Presentation Skills: Clear and articulate speaking voices; speaks loud enough to be heard. |
| 10 | | Nonverbal: Body language and non-verbal communication; looks engaged when fellow team member is presenting. |
| 20 | | Delivery: No excessive reading from notes, slides, etc. |
| 20 | | Slide Format: Clear fonts, not too many bells and whistles; business-like presentation. |
| 10 | | Attention Getter: Holds the audience's attention; memorable. |
| 10 | | Timing: Stays within the timeframe. |
| 100 | | |