Team Presentations

1. Each team must develop a startup company. It must bear some relationship to the Guatemalan economy. Begin developing the characteristics of your startup company, including the product or service to be marketed, assumptions about the market itself, and the managerial talents of the founders of this company. The firm’s product or service should be (1) legal and (2) in good taste.

2. Each team must which team members will fulfill the following roles:
   ➢ President and CEO,
   ➢ CFO, and
   ➢ Chief Economist

   These are the members of your management team. Each team member is expected to play a role in completing your project, making your presentation, and completing your final report.

3. Once you agree on the nature of startup firm, you can begin developing a PowerPoint show for your presentation. Screen captures of available product photos and other features will help promote interest in what you have to say about your firm. You can also search the internet for background information on other firms operating in this market as well as characteristics of supply and demand.

4. Each team will assume current economic conditions exist in the economy. More will be said about this below under the “Basic economic assumptions and hints” heading.
5. You will have **30 minutes** to present your credit application to the bank, Penson National Bank. I will then take approximately 15 minutes to present PNB’s evaluation of your credit application and the decision about whether or not to make the loan.

6. Each team should inform me about the general nature of the loan request (i.e., the firm’s product(s) or service, the structure of the market for these products and services, etc.) by Friday, May 23rd. I will expect your team to provide me with a copy of your baseline scenario in the spreadsheet model I have provided you by Saturday afternoon, May 24th.

7. Each team **will be given 5 minutes to ask questions** about the lending decision after I present PNB’s credit decision, and I will then have **5 minutes for my response**. There will have 5-10 minutes of questions by others in the class after both presentations have been made. I will expect some “informed” questions from non-participants.

8. Again, each team’s presentation should be 30 minutes in length. A **penalty will be assessed to the team’s grade if the actual time taken deviates more than two minutes from this timing**.

9. I want a copy of your final Power Point presentation by Friday, May 30th. No exceptions. This will provide me the opportunity to review it prior to your presentation.

10. Each borrowing team will be given a score on their presentation, **100 points** being the highest score possible. Both style and substance are important. This makeup of this score will be as follows:
    (a) an assessment of the oral presentation (**30 points**),
    (b) an assessment of the screen show design (**20 points**),
    (c) an assessment of the soundness of the economic content of your analysis (**50 points**).

10. Each team is required to submit electronic copy of a 2-3 page executive summary report with an appendix containing few key graphs/slides/tables that were instrumental in conducting your analysis by Wednesday, June 4th. This executive summary report
is worth 50 points. Greatest emphasis should be placed on the economic and financial analysis of your startup company.

**Basic economic assumptions and hints:**

1. The startup firm and lending institution are assumed to be located in Guatemala.

2. The general condition of the Guatemalan economy and your product market are assumed to be as they exist this semester.

3. Macroeconomic policy and regulatory rules are also assumed to be as they exist this semester.

4. You should find a way to include all team members in the presentation. All team members should be present on that day during the presentation, and those members with specific management responsibilities should be prepared to answer questions.

5. I expect to see some meaningful stress testing of each team’s analysis.

6. **Do NOT read from note cards!!!!!** A penalty will be assessed to your grade if this occurs. Be familiar with your role in the presentation. Use the screen as “talking points” is necessary.