

## 2021\_2 APPROACH TO BUSINESS PLAN WRITING AND PRESENTATION

The Directorate has initiated a new approach to Business Enterprise writing and presentation in line with global best practices.

In the light of this, student's enterprise idea must be focused on any of the four thematic areas and graded according to the rubric attached herein. We will commence sensitization of students from 7<sup>th</sup> September to 20<sup>th</sup> 2021 as attached.

### The Thematic Areas.

- i. Agripreneur (with focus on meeting specified SDGs). Main business is agriculture or agriculture related. Agripreneur finds opportunities to make the most of agricultural products.
- ii. Biotechnology (with focus on meeting specified SDGs). This is technology that uses biological systems, living organisms or parts of it to develop or create different products. Areas where biotechnology are mostly used are health care/medical (red), Production/industry (white), environment and crop production (green), and marine (blue).
- iii. Green Education (with focus on meeting specified SDGs). This is a service sector which is expected to transform education in economy development with focus on environmental benefits and sustainability. Becoming environmentally friendly and ecologically responsible in terms of decisions and lifestyles. Green practices may include sustainable purchasing, electronics stewardship, transportation, pollinator protection, waste diversion, and pollution prevention
- iv. Information Communication Technology – ICT (with focus on meeting specified SDGs). ICT services that can improve products and services in the various sectors of the economy. This may include software development or deployment.

**DE&GS 2021\_2 ACTIVITY PLAN**

S/N	Activity	Date
1	GST302 Student Guide and Sensitization	7th to 20th September, 2021
2	Upload of Business Plan	11th October to 8th November, 2021
4	Presentation of Enterprise Idea	25th October to 30th November, 2021

**Rubrics for grading GST302 – Enterprise Idea**

**Key for the Rating Scale**

- 0 - No evidence of required skills
- 1 - Little evidence of required skills
- 2 - Substantial evidence of required skills
- 3 - Outstanding evidence of required skills

S/N	Business Idea Report Criteria		Total marks (%)	Rating	Score (%)
	Description	Guiding Questions			
1	A well conceptualized problem that can respond to the challenges of an identified Sustainable Development Goals (SDGs) with clarity of Mission, Vision and Objective in line with stated Problems	<p>What problem(s) does your idea target to solve?</p> <p>How will your product and services respond to the challenges of Sustainable Development Goals (SDGs)</p> <p>How will you commercialise your idea? State the Mission, Vision and Objective of the commercialisation.</p>	9	<p>0 1 2 3</p> <p>0 1 2 3</p> <p>0 1 2 3</p>	
2	Relevance and differentiating element of the products or services	Describe your product or services and state what makes it unique compared to existing ones?	6	0 1 2 3	

S/N	Business Idea Report Criteria		Total marks (%)	Rating				Score (%)
	Description	Guiding Questions		0	1	2	3	
		Where do you plan to locate your business and services? and why?		0	1	2	3	
3	Current stage of your idea development	Describe the current stage of your idea development (idea generation, idea screening, concept development and testing, building a market strategy, product development, market testing, and market commercialization)?  Give a practical exhibition and explanation of your intended product and services.  What support and technological devices do your business or services require?	9	0	1	2	3	
4	Proposed organization structure.	State your proposed organizational structure and describe the skills and expertise your business require.  What are the experiences of your team in relation to the production of your business and services?	6	0	1	2	3	
5	Market Analysis: SWOT Analysis & Strategies	What are your/your team's weaknesses and how are you going about filling the gaps?		0	1	2	3	

S/N	Business Idea Report Criteria		Total marks (%)	Rating				Score (%)
	Description	Guiding Questions		0	1	2	3	
		<p>What are your/your team's strength and how are you going take advantage of it?</p> <p>What do you think are the opportunities available for you considering the big players in your industry?</p> <p>State the possible threats specific to your products and services in your industry</p> <p>Describe the marketing strategies for your business.</p>	15	0	1	2	3	
6	Financial Analysis & Sustainability	<p>List your fixed cost and working capital components and their prices</p> <p>What is your expected income, profit, and gross margin per month?</p> <p>How do you intend to maximize income and reduce cost?</p> <p>What is your break-even points of your business and its implications?</p> <p>Describe the strategies in place for attracting customers or buy-in and growing</p>	15	0	1	2	3	

S/N	Business Idea Report Criteria		Total marks (%)	Rating	Score (%)
	Description	Guiding Questions			
		your products and services and your sustainability strategies.			
<p><b>Comments:</b> Tick all that are most appropriate.</p> <ul style="list-style-type: none"> <li>• Best suited for further research</li> <li>• The idea is product focused</li> <li>• The idea is service focussed</li> <li>• Needs laboratory verification</li> <li>• Needs intellectual property protection</li> <li>• Qualify for NOUN zonal competition</li> <li>• Needs product approval</li> <li>• Idea is good for commercialisation</li> <li>• Needs grant for commercialisation</li> <li>• Needs follow up on business registration</li> <li>• Qualify for incubation as resident incubate</li> <li>• Qualify for incubation as non-resident incubate</li> <li>• Do not qualify for incubation</li> <li>• Presentation is not within the thematic areas</li> </ul> <div style="display: flex; align-items: center; margin-left: 400px;"> <div style="font-size: 4em; margin-right: 10px;">}</div> <p>Programmer, please it should be programmed such that it can be filtered according to incubation centre and the criteria</p> </div>					

S/N	Business Idea Report Criteria		Total marks (%)	Rating	Score (%)
	Description	Guiding Questions			
Student's Score _____					
Examiner's Name and Date _____					

#### SENSITIZATION SCHEDULES

Day	Date	Study Centres	Venue
Day 1	7 <sup>th</sup> September, 2021	Lagos & Mushin Study Centre	Southwest Incubation Centre, VI, Lagos
Day 1	7 <sup>th</sup> September, 2021	All Centres outside Lagos	<a href="https://noun.zoom.us/j/93508121308?pwd=Z2prZVRsWVVLbEpGamlJV3dzb2c5dz09">https://noun.zoom.us/j/93508121308?pwd=Z2prZVRsWVVLbEpGamlJV3dzb2c5dz09</a>
Day 2	8 <sup>th</sup> September, 2021	Apapa & McCarthy Study Centre	Southwest Incubation Centre, VI, Lagos
Day 2	8 <sup>th</sup> September, 2021	All Centres outside Lagos	<a href="https://noun.zoom.us/j/93508121308?pwd=Z2prZVRsWVVLbEpGamlJV3dzb2c5dz09">https://noun.zoom.us/j/93508121308?pwd=Z2prZVRsWVVLbEpGamlJV3dzb2c5dz09</a>
Day 3	14 <sup>th</sup> September, 2021	All Centres	<a href="https://noun.zoom.us/j/93508121308?pwd=Z2prZVRsWVVLbEpGamlJV3dzb2c5dz09">https://noun.zoom.us/j/93508121308?pwd=Z2prZVRsWVVLbEpGamlJV3dzb2c5dz09</a>
Day 4	20 <sup>th</sup> September, 2021	All Centres	<a href="https://noun.zoom.us/j/93508121308?pwd=Z2prZVRsWVVLbEpGamlJV3dzb2c5dz09">https://noun.zoom.us/j/93508121308?pwd=Z2prZVRsWVVLbEpGamlJV3dzb2c5dz09</a>