

Task 3.4 Presenting the Plan

Purpose

You have started the process of writing a cooperative business plan, which includes the business description, financial documents, and personnel information.

Cooperative businesses use a business plan as a road map to gain support for their ideas. A business plan guides decision-making, provides direction for business activities, and establishes financial goals for the business. At the end of the first year, a business can review the plan to determine whether they met the goals and achieved the intended outcomes. There is no person or team more knowledgeable about a proposed cooperative than those whose ideas, time, and energy are involved.

Founding cooperative members must communicate their business plan for new members to understand how the cooperative will use their money and the benefits they will receive. A cooperative business plan is unique because it is selling the business idea to potential owner-members.

Other stakeholders, such as lenders and mentors, use business plans to determine whether to approve a loan, offer feedback for improvements, and gain a better understanding of business objectives and operations. A cooperative business plan often requires a presentation to potential members and lenders, carefully prepared and practiced, to gain support.

How will you gain interest in your cooperative business?

Materials

Per team of three students:

- Computer with presentation and word processing software

Per student:

- *Task 3.4 Evaluation Rubric*

Procedure

Prepare to present your cooperative business plan to the class and guests; they are the potential members of your cooperative. Decide how your team will convince individuals to join your cooperative and financial institutions to fund your cooperative. Identify the main talking points and who will speak about each point. Determine how to visually present the plan to a panel of potential members, lenders, and mentors. Organize the presentation using information from the following documents you worked on during Module 3. Add additional information as needed to strengthen your presentation.

- *Cooperative Description*
- *Financial Planning Sheet*
- *Personnel Planning Guide*
- *Concept Map of Cooperative Structure*

Your presentation should be 3–5 minutes in length. The group should ask for and respond to questions from the panel of potential members. All group members should be actively involved in some aspect of the presentation. The potential members and your teacher will evaluate the presentation with *Task 3.4 Evaluation Rubric*.

Conclusion

1. How do cooperatives gain support from potential members for a business idea?
2. What should you include in a business plan presentation?