



Activity 21: Presenting Your Road Show

Now that your road show presentation has been prepared (Activity 20), your assignment is to do at least two live presentations of your road show for businesspeople in your community who will act as evaluators. Suggested evaluators are: a bank loan officer, a venture capitalist, a successful business owner/entrepreneur, or someone in upper management of a medium to large corporation. Your teacher or advisor may suggest other people as well.

Your goal will be to get feedback from the evaluator about your business concept, strategies for growing the company, and your road show presentation. Do your best to pick an evaluator with a long record of business experience, preferably in the areas of raising venture capital and/or taking a company public. This is your opportunity to learn ways to improve your road show as well as your overall business plan.

Remember that there is a time limit of 20 minutes for your entire presentation. Assure the evaluator you will take no more time than this, and stick to your promise to finish in 20 minutes. In most cases, evaluators will often spend an additional 15-30 minutes with you, giving feedback, encouragement, and constructive criticism. Listen well and take notes, because this advice is extremely valuable.

To make it easy for evaluators to score your presentation, we have prepared an evaluation form, found on the next page of this PDF. Print several copies of this form (one for each person in attendance) and take it with you on the day you meet with your evaluator(s) and present your road show. You will be required to turn in this signed evaluation sheet to your teacher or advisor in order to receive your certificate for completion of the Ready, Set, Go Public course. Good luck!

(Please print this form and duplicate as needed.)



Road Show Presentation Evaluation

Evaluator: _____ **Date:** _____

Student(s): _____

Instructions: Give the presentation a score of 1 to 5 for each evaluation statement.
 (1 = Poor; 2 = Adequate; 3 = Satisfactory; 4 = Above Average; 5 = Excellent)

Category 1: Overall Business Idea/Concept

- The concept for this business is innovative and unique. _____
- The business idea is well-developed and feasible. _____
- The business has the potential to be competitive in the marketplace. _____
- The product has the potential for achieving substantial market share. _____
- The business has the potential of eventually going public in the future. _____

Category 2: Business Knowledge/Skills of Student(s)

- Student(s) used facts and data to support statements about the business. _____
- Student(s) was able to explain and justify the business strategies. _____
- Student(s) conducted adequate market research. _____
- Student(s) used correct business terms during the presentation. _____
- Student(s) exhibited good managerial and leadership skills. _____

Category 3: Presentation of Road Show

- The *PowerPoint* presentation was well-designed and effective. _____
- The oral presentation was clear, informative, and inspiring. _____
- Student(s) responded appropriately to questions. _____
- Student(s) exhibited good communication skills. _____
- Student(s) exhibited passion to make the business a success. _____

Total Score: _____ **of 75**

Comments: _____

Signature of Evaluator: _____ **Phone #:** _____

Business Title/Position: _____

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