



CENTER FOR BUSINESS OUTREACH
BUSINESS & ECONOMICS DEPARTMENT

BP Expectations for Business Owners and Leaders

- Employers are invited to come in to the first class and give a 3-5 minute elevator pitch to the students.
- The students then figure out what teams they want to be on, may or may not ask you questions, will research your companies or industry a bit and decide by the following week which projects they wish to work on.
- Students are given a choice between working with a real company or creating their own.

Pitch:

- Show your passion for the project, explain why you'd like their help.
- Bring samples of product or marketing materials.
- Keep it very simple and show why it would be exciting for a team of college students to work on it.
- They don't need much in details or background.
- They will want to work with someone they feel will listen to their ideas, so tell them specifically, that you're open to their suggestions and looking to them for advice.
- If they feel you have too much done already or if they want to take your idea and go in another direction, they need to know you're open to change.

There is *no guarantee* that your company will be chosen for a project, however, if you are, we ask your cooperation with the parameters listed below.

Please agree to:

*Allow the students to look at the target market, competition, trends, financials, budget figures, product/services, layouts, samples, etc. relevant to their project.

*Give students vendor, expense and budget information if they need to create a P&L, balance sheet and projections (not required for all classes)

*Permit students to conduct a survey to collect primary research to base their recommendations. (Identifying your type of product or service is necessary - however your business name does not have to be used).

*Stay with the project until the end. Meet with students as needed.



- *Respond to requests for information promptly (they have deadlines to meet)!
- *Reply to student emails or text so they know you received it and will work on answers as soon as possible.
- *Tell students upfront if you don't respond to email – the telephone is not their first choice of communication.
- *Remain open-minded when they tell you their ideas. Listen and allow them to be creative so they stay excited about the project.
- *Attend the final presentation. You may bring guests.
- *Fill out an online evaluation at the end of the semester
- *Tell us if you give students samples or materials that should be returned at the end of the semester so we can ensure they are returned.
- *This is a classroom project and students must adhere to the syllabus.
- *Please do not ask them to create social media, websites or perform other tasks that fall outside the scope of their work.
- *If you need an intern or other student assistance, please follow up with my office.
- *If you don't have information needed by the students, they will create it! You don't have to ask your bookkeeper or CPA for cleaned up versions! They're on a deadline and the object is for them to learn how to create the tools you use in your business every day.

The students keep a copy of the plan for their professional portfolio. This is seen by instructors and potential employers. You will receive a hard copy of their report. If you are more comfortable with complete anonymity, please ask the students to change the name of the business *at the start of the semester*.

If you are not comfortable with any of the above parameters, we must know before the project begins!

We will let you know if your company has been chosen and when you can expect to hear from the students. Timing may vary between classes.

Thank you.