

Internet Activity Presentation Planner

Introduction to Business Chapter 5 Economic Resources and Systems

Market Research

In Chapter 5, you learned about the Business Plan. Once an entrepreneur discovers a good business opportunity, the next step is to do market research. Market research helps to determine whether there will be a demand for a new product or service. One area of products and services that seems to be on the rise is the development of alternative energy sources. Oil prices, along with the global warming threat, have raised the demand for new energy sources. Find out more about alternative forms of energy and do your own market research to see where there is a demand for new products and services. Produce and present a 10-minute talk outlining a business venture involving alternative energy sources that you feel will have market demand.

Action Steps for Planning a Presentation

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

1. Build Background Knowledge

Did You Know?

[begin bulleted list]

With oil prices surging and increased talk of global warming, venture capitalists are straying from their traditional focus on computer technology and biotechnology to put increasing sums into alternative energy companies.

Venture capitalists put \$139.5 million into solar, wind, and geothermal energy companies through the second quarter of 2006, surpassing the \$95 million they spent the previous year.

Increased investment in alternative energy technologies could result in thousands of new jobs in regions of the United States.

Increasing the use of alternative energy sources will reduce U.S. dependence on foreign oil and strengthen U.S. national security.

Questions to Ponder

Think about these questions and apply them to your market research plan.

[begin bulleted list]

What types of businesses are interested in investing in alternative energy sources?

Is there a market demand for alternative energy?

What types of laws exist concerning the production and sale of alternative energy?

Is alternative energy more important to some businesses than others?

Are there other companies that produce and sell forms of alternative energy?

What regions of the country have the highest demand for alternative energy?

Key Search Words

Use key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.

market research, demand, alternative energy sources, Department of Energy, energy production, global warming

Web Sites

2. Decide on Your Topic

Narrow Your Focus

Complete the following flow chart to narrow your topic. Choose a subject that interests you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.

Alternative Energy Sources > Market Demand > Possible Investors >

Title: _____

Description: _____

Approval: _____ Date: _____

(Teacher's Signature)

3. Conduct Research

Maintain a Bibliography

In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.

Books

Periodicals

Names and Addresses

4. Write an Outline

Main Ideas and Details

Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.

I. Introduction

A. _____

B. _____

II. Main Idea

A. _____

B. _____

III. Main Idea

A. _____

B. _____

IV. Main Idea

A. _____

B. _____

V. Conclusion

A. _____

B. _____

5. Plan Visual Aids

Charts, Graphs, Photos, and Video Clips

Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.

Tips on Creating and Using Visual Aids

[begin bulleted list]

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.

6. Write, Practice, and Present

Rehearsal Time

After writing a draft of your presentation, rehearse by yourself in front of a mirror. Then ask two others to listen and evaluate your talk. Ask them to complete the evaluation form below. Then, use their comments to rewrite and improve your talk. Then, practice again before making your final presentation.

	Evaluator #1	Evaluator #2
1. Did my introduction grab your interest?	_____	_____
2. Did I present my ideas logically?	_____	_____
3. Were my visual aids useful?	_____	_____
4. Did I speak clearly and slowly?	_____	_____
5. Are you interested in learning more?	_____	_____
6. Suggestions for how I can improve:		
