

# The Slackback

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## ABSTRACT

It is important to understand and appreciate the mindset of financial investors when they assess all the different aspects of risk relative to investing in an entrepreneurial venture. This case takes one through that process as a group of senior management consultants review and discuss a business plan submitted by a group of undergraduate business students and the merits of this case to determine if they should invest.

## LEARNING OUTCOMES

- Students will learn and understand how investors assess different elements of risk
- Students will appreciate what determines a well written business plan
- Students will develop analytical skills in assessing business opportunities
- Students will learn how to prepare effective written and oral presentations to investors

**Keywords:** Entrepreneurship case studies, case analysis

**Relevance to Marketing Educators, Researchers, and Practitioners:**

Helps to demonstrate to students the issues and challenges involved in starting a company.

**Track:** Entrepreneurship/Small Business Marketing

**ID#:** 1266