

Venture Capital Writing Assignments

Here, include the name of the company, its date of inception, and where its head office is located. Identify the kind of assessment you are completing. Include the concepts you will use as a framework for your assessments (the headings below).

The Company:

Describe the company's business model. Does the product or service have a definite competitive advantage (efficiency, quality, innovation or customer responsiveness) and what is it? Is their competitive advantage sustainable, or will all companies be able to copy their capability quickly? What is the source of their competitive advantage? What value does the company provide to the customer (how much better is it than the alternative).

Favourableness of the Industry:

Reviews of industries often include how powerful the suppliers and customers are, the ease with which new firms can enter the industry, how many substitutes are available, and the amount of rivalry between firms. (You should recognize this as Porters Five Forces Model of Industry Competitiveness). How difficult will it be for this new company gain a foothold in this industry? What companies are the major competitors? Evaluate the company compared to its competitors. How are competitors expected to retaliate?

Market Size:

The market is the current and potential customers (consumer, commercial or industrial) for all competitors in the industry. Describe who or what the market is composed of. How large is the market (in dollars or numbers of units)? Is the market growing or shrinking? The opportunity is influenced by how large the market is, how accessible the customers are, and how easy or difficult it is to reach customers. Other aspects of the desirability of a market include the amount of knowledge the customers require and how much needs to be spent on marketing to gain their attention. How quickly can the company be able to achieve a significant share of the market?

Entrepreneurial Team & Management:

To grow a world class company with products/services that compete in national and international markets, a company needs a competent and complementary team who have heterogeneous skills. One person can start a company, but to grow it substantially requires the efforts of several co-founders and skilled personnel. Describe the specific skills and experience possessed compared to what is needed, describe what experience or skills are missing from the firm.

Conclusion:

Summarize the evidence-based argument you have created above. Your conclusion should flow from your analysis and specifically state whether or not a venture capital investment is recommended. If any of the four categories above are lacking, a venture capital investment must be declined. One page only. References on second page.

References:

- ¹ Farrell. "Mission Sneakers Excels." *Financial Times*, February 2, 2013: 22.
- ¹¹ Stoppard, L. (2015, Aug 15). For our aisles only. *Financial Times*.
- ¹ Brophy-Warren, J. (2007, May 26). PURSUITS; style -- footwear: A case of too much sole?; sneaker makers are rolling out more 'limited editions' -- rankling their most loyal buyers. *Wall Street Journal*
- ¹ Boccaccio, K. (2014). Power Broker\$. *Chain Store Age*, 90(5), 90-98.
- ¹ Stoppard, L. (2015, Aug 15). For our aisles only. *Financial Times*
- ¹ Marseille, J., & Roos, I. (2005). Trend analysis: An approach for companies that listen. *Design Management Review*, 16(1), 68-72
- ¹ Lefton, T. (1998). Falling stars. *Brandweek*, 39(5), 22-27.