**Guidance on format for final report: comm486M**

**Purpose of this document:**

☐ Recommendations to a client on what they should do, why and how

The final report should be a single pdf document that includes:

* a cover page (team number, venture name, team members’ names)
* a 2-page executive summary
* optional table of contents page – but, in any case, number your pages
* maximum of 20 slides (a starting guide follows, *but you may customize this*, with less or more slides in a topic area, and additional topics if you think that is useful in your situation.)
	+ **1:** overview of starting challenge
	+ **2-7:** Situational analysis: external assessment of industry, competitors and customers (and internal to the organization)
	+ **8:** potential scenarios
	+ **9-11:** Recommendations -> Strategic initiatives
	+ **12-15**: Implementation
		- Technology roadmap, prototype and IP
		- Go-to-market plan: customer acquisition, retention, growth
		- People plan
	+ **16:** Assessment of progress 🡪 key metrics
	+ **17-19** Financial implications and funds needed to meet key milestones
	+ **20:**Risks and Contingencies
	+ The slides should be in “speaker note” format, but written in a way that a reader who has not been at the presentation can understand the story and content. Note, the content here should not run over the page that the slide is on, and the font size should be appropriate – neither too small nor too big. Print-preview your work before finalizing.
* Appendices: up to an additional 20 pages (**21 to 40**) – these can also include reader notes.

**Submission format:**

1. one pdf version uploaded to relevant course site as directed.
2. One hard copy to Instructor and a second hard copy to give to the client.
3. Naming convention: Comm486m.team1.2016.food-security