

**Simon Fraser University – BUS 477
Oral Executive Brief – Ean Jackson**

Introduction

- My name is Ean Jackson. I am the CEO of “The Million Dollar Makers”.
- The Million Dollar Makers is made up of me and 3 esteemed colleagues in ENSC 201: John Chan, Sue Jones and Bill Smith.
- We have received confirmation that this idea qualifies as a group project for ENSC 201

Our Team Project

- Our idea is to develop a perpetual motion machine. For the purposes of this presentation, we will call it a widget
- This widget will be a low cost, safe, reliable way to generate loads of energy from nothing, thereby solving the problems of safe energy, global warming, pollution and global dependence on fossil fuels all at once
- In our project, we will:
 - demonstrate that we have a viable technology
 - demonstrate that we can protect our technology
 - convince our prospective investors that we have the management team to make it happen
 - highlights the key milestones of the project from now until we launch in 6 months
 - clarify how I will market my business
 - show how I will allocate our budget of \$20,000
 - demonstrate financial breakeven in 1 year and a 5:1 ROI within 2 years
 - articulate our exit strategy

Why is this a good business?

- We have a world class team
- We can make our widgets for \$50 each and sell them for \$1000 each
- We can sell 100,000 widgets a year
- We have a limitless market and patent protection
- We won't ship any widgets until the cash is in our bank account
- We will hire world class managers to run the business and it will continue to generate cash for us as we sit on our boats and fish

What is my business environment?

- Where's the Pain?
 - The cost of energy is spiraling higher each day. Fossil fuels are running out. Global warming will soon kill us all if we don't come up with a solution.
- How does my idea solve the pain?
 - For a very low cost, our team will provide limitless energy. We will save the world!

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How will we measure success?

- Million Dollar Makers will breakeven within one year, provide a 25:1 ROI within 2 years and make our team and our investors millionaires in 3 years when we sell the business to Exxon
- I will get an A+ in BUS 477
- Our team will win the Ken Spencer competition
- I will have fun and not harm any people or any trees in the process
- I will learn something useful that I will be able to apply during my career

Call to action

- I would like each person in this room to cut me a check for \$2000 right now
- This project will be up and generating revenue within 6 months
- You will get your \$2000 back in 1 year and dividends of \$2,000 per month for the rest of your lives