

Sample Student #2

9/17/13

Bus 714 – Fall 2013

Week 4 Individual Project Piece

This is new territory for me. The rest of Group 5 and I are writing a proposal for investors (First!), based on a company that doesn't exist (First!) that has a product line that doesn't exist (First!) which is marketed as an inexpensive solution to a very real problem. My first task is to flesh out the details of the company including when it started, where and how it operates, and what that company's goals are. This will lay the foundation for how we approach our potential investors in the proposal. I want to present our fictional company as one that deserves the help a stable of investors can offer, but doesn't pander to any single supporter.

I started the *Water Rights* biography by looking at a few company websites and benchmarking the information usually included. The 'What We Saw' section is basically a thesis for the company. What is the problem, and how does it affect people? I tried to appeal to the reader's emotions by digging up some common images that I've seen regarding the water contamination problems in Sub-Saharan Africa. The 'Who We Are' section is an introduction to the founders, the people in our group. This section also serves to foreshadow the mission of the company a bit by giving the founders a common interest in the business of *Water Rights*.

I used the problem identification statement and the founder's introduction to convince the reader that the organization knows what it's doing. Structurally, this will be the beginning of a Rogerian approach to the problem. By relating a college background and less than 10 years in business we will show the reader that we understand times are tough. I hope to show that we see how hard one must work for his or her money, but there are callings larger than the self.