

Overview: For the capstone assessment, you will create a **business implementation plan and audiovisual presentation** for the product, service, or idea you have been developing throughout your MBA coursework.

In **Milestone Four**, you will submit a **financial analysis and funding plan**, which includes your analysis of the projected costs, revenue streams, and net present value for the concept from launch until two years after the breakeven point. Be sure to include a budget, an assessment of assets and liabilities, your anticipated sources of funding, and the associated costs of attaining that capital as part of your analysis. Support your analysis with relevant primary and secondary data in an appendix, specifying any relevant assumptions and limitations. You should include, among other support, sales forecasts, cash flow statements, income projections, and any other relevant calculations or financial reports.

Critical Elements:

- Analyze the **projected costs, revenue streams, and net present value** for the concept from launch until two years after the breakeven point.
- Include the following as part of your analysis:
 - Budget
 - Assessment of assets and liabilities
 - Anticipated sources of funding
 - Associated costs of attaining that capital
- Include relevant proforma financial reports:
 - Sales forecasts
 - Cash flow statements
 - Income projections
 - All other relevant reports specific to your concept or idea

Guidelines for Submission: Your draft must contain all of the elements listed above. It should be 5 to 8 pages in length (excluding the title page, references, and appendices) using 12-point Times New Roman font, with one-inch margins. You may include summary pictures, charts, graphs, or other explanatory diagrams as needed to successfully explain the concept and implementation, but should use appendices for detailed supporting documentation. Your paper should follow APA guidelines. You must include at least 5 scholarly sources. Cite your sources within the text of your paper and on the reference page.

Critical Elements	Proficient (100%)	Not Proficient (0%)	Value
Main Elements	Includes most of the main elements	Does not include any of the main elements	20
Critical Thinking	Provides logical conclusions and defends with examples	Does not provide logical conclusions	20
Financial Analysis	Provides an analysis of projected costs, revenue streams, and net present value for the concept from launch until two years after the breakeven point	Does not provides an analysis of projected costs, revenue streams, and net present value for the concept from launch until two years after the breakeven point	15

Analysis Parts	Provides a budget, an assessment of assets and liabilities, anticipated sources of funding, and the associated costs of attaining that capital as part of the analysis	Does not provide a budget, an assessment of assets and liabilities, anticipated sources of funding, and the associated costs of attaining that capital as part of the analysis	15
Financial Reports	Provides proforma financial reports including sales forecasts, cash flow statements, income projections, and other relevant reports specific to concept or idea	Does not provide proforma financial reports	15
Articulation of Response	Submission does not have critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	15
Total			100%

