

Renewable Energy Source Business Plan Project

DUE June 17, 2014 (NO EXCEPTIONS)

You are a scientist working for the Environmental Protection Agency (EPA). You've been given the task to convince a Fortune 500 company (choose whichever one) to invest in a renewable energy resource. In groups of 2-3, choose one type of renewable energy resource. All group members must contribute EQUALLY. (NOTE: Should Mr. Gutierrez find out that the project was NOT worked on equally by each member, grades will be appropriately modified as he sees fit.) You will receive a very LIMITED amount of classroom time to work on this so plan to work on this at home/outside of school! Create **a business plan** that includes:

1. **Description of the energy source.** How does the technology work? Be as specific possible. Do NOT be vague!
2. **Benefits and Advantages.** Why should someone choose to buy this technology?
3. **Costs and Disadvantages.** How much does it cost? What are some disadvantages of this technology?
4. **Examples of current use.** How is it being used today? Give at least 2 examples.
5. **Future Applications of Technology.** How are scientists and/or inventors planning to improve this technology in the future? Where else can they use this technology?
6. **Cite your sources properly using MLA format.** Click on this link for help on how to do this: <https://owl.english.purdue.edu/owl/resource/747/01/> (Mr. Gutierrez and/or Mrs. Collins will briefly show you how to do this. You should be doing this every time you cite your sources in the future.)

FINAL PRODUCT

Your business plan can be demonstrated by one of the following final products:

1. Informational pamphlet/brochure
2. Commercial (video). This can be animated or live.
3. Live physical model of product with tri-fold explanation
4. Infographic
5. Magazine article. (Use TIME Magazine or Scientific American as examples.)
6. Other (must be pre-approved by Mr. Gutierrez)*

*No posters will be accepted. Why? Because I said so.

Your project will be evaluated with the rubric below. Ideally, you will want to receive a “Solid” or “Exemplary” rating for each category. This is the same rubric that your business teachers use to grade your business plans.

	Exemplary	Solid	Developing	Needs Attention
Thorough Exploration of Business Idea	The plan clearly explains the business model and thoroughly describes the steps to starting up a new venture.	The plan is mostly clear in explaining the business model and describing the essential steps to starting the venture.	The plan shows some flaws and omissions in describing the business model and the steps to starting the new venture.	The content provided fails to provide enough details about how the business could be operated and started.
Evidence, Examples, and Explanations	All of the research, evidence, and financial information provided is specific, accurate, and relevant and shows how the business has a clear path to success.	Most of the research, evidence, and financial information provided is specific, accurate, and relevant and shows how the business has a path to success.	Some of the research, evidence, and financial information provided is accurate and relevant and shows that the business might succeed.	Evidence, examples, and financial information are not accurate or relevant and fail to show that the business has any possibility of success.
Persuasiveness	The language, tone, and descriptions are compelling and persuade readers that the business is unique, creative, and poised to succeed.	Most of the language, tone, and descriptions persuade readers that the business is unique and poised to succeed.	In some places, the language, tone, and descriptions are somewhat persuasive and show the business is solid and might succeed.	The language, tone, and descriptions are not persuasive and fail to convince readers that the business could succeed.
Content Organization/ Flow	Content is clearly organized, with clear section headings, a logical flow of connected ideas, and effective transitions.	Content is organized, with clear headings, and most ideas are well connected with effective transitions.	Ideas are sound, but the content is not well organized, headers may be lacking, and the ideas need more effective transitions.	Content is extremely disorganized. The headings are lacking and transitions between ideas are unclear or nonexistent.
Required Format and Elements	Required format and all elements are included in the assignment. Some additional elements are included to enhance the assignment.	Required format and all elements are included in the assignment.	Format does not meet the assignment specifications, and one or two of the required elements is missing.	Format is completely different from the assignment specifications, with two or more elements missing.
Mechanics	No grammatical, spelling, or punctuation errors. All sentences are well constructed and vary in structure.	Few grammatical, spelling, or punctuation errors. Most sentences are well constructed, with some variation in sentence structure.	Some grammatical, spelling, or punctuation errors. Most sentences are well constructed, with little variation in sentence structure.	Many grammatical, spelling, or punctuation errors. Most sentences are poorly constructed.

GROUP ASSIGNMENTS

Biomass	Geothermal	Hydropower	Tidal Energy	Solar Power	Wind Power	Hydrogen Fuel
Christopher	Ashilyn	Henry	Brandon	Natalie	Giannella	Jennyffer
Maria	Jalen	Christopher	Jean	Katherine	Billi	Saman
Cindya	Hendy	Karan	Robert	Mauricio	Michelle	Juan
Brian	Sandra	Precious	Joshua	Kareem		