Intelletech introducing Intelleclass

Department responsibilities to be completed:

**Multi Media:**

* App development
* Commercial
* Music
	+ Jingle
	+ Actual song
	+ Beats, guitar melody???
* Animated description of product
* Video Diary?
* Other suggestions….

**Business Plan:** (See BP Template at basejgball.weebly.com 31 pages of notes to guide us, also use intelletch.co we will use this set-up and change parts of it)

* Table of Contents (done last)
* Executive Summary (done last)
* General Company Description
	+ Mission Statement
	+ Company Goals and
	+ Business Philosophy
	+ To whom will you market your
	+ Describe your industry
	+ Describe your most important company strengths and core competencies
	+ Legal form of ownership:
* Products and services
* Marketing Plan
* Operational Plan
* Management and Organization-
* Personal Financial Statement
* Startup Expenses and Capitalization
* Financial Plan
* Appendices

**Marketing:** (use these sites for guidance, <http://www.ltcreativellc.com/portfolio-logos.php>, <http://www.go-media.com/print-work#10>, <http://www.schlarconsulting.com/case-studies/>

* Banner design
* Logo design
* Stationary design
* Business card design
* Brochures
* Print Ads
* Media packets/Pocket folders
* Booth design
* T-shirt design for Expo

**Website:**

* Create and bye a domain name (domain.com, godaddy.com or other)
* Create a PowerPoint of the pages that we would like and a mock-up of each page
* Create each page in: Dreamweaver, Word Press, HTML, other…

**Research and Writers:**

* Research the needed information for business plan, website information, and booth design.
* Write/Type documents that need to be developed: business plan, website (copied and pasted.
* Help all departments with their writing assignments

**Booth Design and Creation:**

* Create a mock booth at school of actual Expo space
* Table design
* Give-away items (buttons, pins, ribbons, ?????)
* Needed computers, presentation displays
* Booth has to follow Expo guidelines [**http://innovationexpo.skills21.org/wp-content/uploads/2013/12/InnovationExpoDisplayGuidelines2014.pdf**](http://innovationexpo.skills21.org/wp-content/uploads/2013/12/InnovationExpoDisplayGuidelines2014.pdf)
* Be creative!