



### Assignment 3: Case Study – FEED Resource Recovery

Due Week 8, Day 7 (Weight: 17%)

Referencing the "FEED Resource Recovery" case study, write a 5–7 page paper in which you do the following:

1. Determine FEED's most likely source of competition in both the short and long term.
2. Discuss why venture capitalists are interested in this business.
3. Assume you are a venture capitalist. Determine whether you would invest now and what questions would be on your mind.
4. Determine if Shane and Ryan should approach family and friends and what issues they would face seeking family investment.
5. Determine another source of capital available and what Shane and Ryan would have to do to get it.

Your assignment must follow these formatting requirements:

- Typed, double-spaced, using Times New Roman font (size 12) with one-inch margins on all sides; references must follow JWMI style guide and writing format. Check with your professor for any additional instructions.
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required page length.

The following are specific course learning outcomes associated with this assignment:

- Understand funding options for new business ventures.
- Use technology and information resources to research issues in new business ventures and entrepreneurship.
- Write clearly and concisely about new business ventures and entrepreneurship using proper writing mechanics.

Grading for this assignment will be based on answer quality, logic/organization of the paper, and language and writing skills, using the following grading criteria.



| Weight: 17%                                                                                                                                 | Assignment 3: FEED Resource Recovery                                                                                                                     |                                                                                                                                     |                                                                                                                                          |                                                                                                                                      |                                                                                                                                       |
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| Criteria                                                                                                                                    | Unsatisfactory                                                                                                                                           | Low Pass                                                                                                                            | Pass                                                                                                                                     | High Pass                                                                                                                            | Honors                                                                                                                                |
| 1. Determine FEEDs most likely source of competition in both the short and long term.<br>Weight: 20%                                        | Did not submit or incompletely determined FEEDs most likely source of competition in both the short and long term.                                       | Partially determined FEEDs most likely source of competition in both the short and long term.                                       | Satisfactorily determined FEEDs most likely source of competition in both the short and long term.                                       | Completely determined FEEDs most likely source of competition in both the short and long term.                                       | Exemplarily determined FEEDs most likely source of competition in both the short and long term.                                       |
| 2. Discuss why venture capitalists are interested in this business.<br>Weight: 15%                                                          | Did not submit or incompletely discussed why venture capitalists are interested in this business.                                                        | Partially discussed why venture capitalists are interested in this business.                                                        | Satisfactorily discussed why venture capitalists are interested in this business.                                                        | Completely discussed why venture capitalists are interested in this business.                                                        | Exemplarily discussed why venture capitalists are interested in this business.                                                        |
| 3. Assume you are a venture capitalist. Determine whether you would you invest now and what questions would be on your mind.<br>Weight: 20% | Did not submit or incompletely determined whether you would you invest now and what questions would be on your mind.                                     | Partially determined whether you would you invest now and what questions would be on your mind.                                     | Satisfactorily determined whether you would you invest now and what questions would be on your mind.                                     | Completely determined whether you would you invest now and what questions would be on your mind.                                     | Exemplarily determined whether you would you invest now and what questions would be on your mind.                                     |
| 4. Determine if Shane and Ryan should approach family and friends and the issues they would face seeking family investment.<br>Weight: 15%  | Did not submit or incompletely determined if Shane and Ryan should approach family and friends and the issues they would face seeking family investment. | Partially determined if Shane and Ryan should approach family and friends and the issues they would face seeking family investment. | Satisfactorily determined if Shane and Ryan should approach family and friends and the issues they would face seeking family investment. | Completely determined if Shane and Ryan should approach family and friends and the issues they would face seeking family investment. | Exemplarily determined if Shane and Ryan should approach family and friends and the issues they would face seeking family investment. |
| 5. Determine another source of capital available and what Shane and Ryan would have to do to get it.<br>Weight: 20%                         | Did not submit or incompletely determined another source of capital available and what Shane and Ryan would have to do to get it.                        | Partially determined another source of capital available and what Shane and Ryan would have to do to get it.                        | Satisfactorily determined another source of capital available and what Shane and Ryan would have to do to get it.                        | Completely determined another source of capital available and what Shane and Ryan would have to do to get it.                        | Exemplarily determined another source of capital available and what Shane and Ryan would have to do to get it.                        |



| Weight: 17%                                              | Assignment 3: FEED Resource Recovery                                                                                                           |                                                                                                                                                                                |                                                                                                                                                   |                                                                                                                                                             |                                                                                                                                                                       |
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| Criteria                                                 | Unsatisfactory                                                                                                                                 | Low Pass                                                                                                                                                                       | Pass                                                                                                                                              | High Pass                                                                                                                                                   | Honors                                                                                                                                                                |
| 6. Clarity, logic, and writing mechanics.<br>Weight: 10% | Multiple mechanical errors or much of the text is difficult to understand and fails to follow formatting instructions. The text does not flow. | Several mechanical errors make parts of the text difficult for the reader to understand; the text does not flow or the discussion fails to justify conclusions and assertions. | More than a few mechanical errors; text flows but lacks conciseness or clarity; assertions and conclusions are generally justified and explained. | Few mechanical errors; text flows and concisely and clearly expresses the student's position in a manner that rationally and logically develops the topics. | No mechanical errors; text flows and concisely and clearly expresses the student's position in an exemplary manner that rationally and logically develops the topics. |