

Assignment Brief
MBA
Academic Year 2024-2025

Module	BM168 Entrepreneurial Finance
Assignment medium	Group report
Word limit:	6000 words +/-10% (1500 words per student in a group of 4)
Number of references:	Minimum 20
Referencing:	HARVARD
Weighting:	Group report 70%
Submission Date:	15 th September,2025 (4:59 PM IST)

Instructions:

1. The assignment brief, consisting of 5 pages, including the cover page, is not to be attached to the uploaded answer on the LMS.
2. The submission of an assignment answer signifies the candidate's agreement with the 'Statement of Originality and Student Declaration' on page 2.
3. The files should be renamed using the format Student ID Module Name.
E.g., C201001 Test Module
In the case of group assignments, Group ID Module Name
E.g., Group A Test Module
4. Assignment answers must be submitted in .doc format.
5. To avoid technical glitches, submit your assignment answer well before the deadline. Email submissions and answers submitted under the incorrect module will **NOT** be accepted.

Statement of Originality and Student Declaration

I hereby declare that I know what plagiarism entails, namely, to use another's work and to present it as my own without attributing the sources in the correct manner. I further understand what it means to copy another's work.

1. I know that plagiarism is a punishable offense because it constitutes theft.
2. I understand the plagiarism and copying policy.
3. I know what the consequences will be if I plagiarize or copy another's work in any of the assignments for this programme.
4. I declare therefore that all work presented by me for every aspect of my programme, will be my own, and where I have made use of another's work, I will attribute the source in the correct manner.
5. I acknowledge that the submission of the assignment answer document constitutes my agreement with the above.

ASSESSMENT TASK

You are part of *VenturEdge Advisors*, a boutique consultancy specialising in early-stage finance. You have been engaged by **EcoCrate (Pvt) Ltd**, a sustainability-driven packaging startup based in Sri Lanka.

EcoCrate manufactures reusable, biodegradable packaging for the FMCG and e-commerce industries and is preparing to scale up operations and expand regionally.

EcoCrate is seeking **LKR 200 million** in funding to support production, logistics infrastructure, and market development in South Asia. The founders have asked for a detailed financial strategy and investor-ready documentation to secure the required capital.

Prepare a professionally structured report that addresses the following:

1. Funding Strategies

- Critically evaluate the financing options available to EcoCrate
- Discuss their appropriateness based on EcoCrate's current growth stage, risk profile, and investor expectations.

2. Capital Structure and Forecasting Under Uncertainty

- Justify a suitable capital structure for the business.
- Explain how financial forecasting and risk influence financing strategy.

3. Valuation of the Business

- Apply appropriate methods for valuing an early-stage venture
- Discuss the limitations of traditional valuation techniques for startups.

4. Investment-Ready Strategy

- Present a clear investor-oriented strategy including **an exit plan**.

5. Strategic & Stakeholder Fit

- Critically evaluate how EcoCrate's proposed financial strategy aligns with its mission, sustainability values, and long-term vision.
- Analyse potential founder–investor alignment issues, including governance structures and stakeholder communication.
- Discuss the tensions between maintaining founder control, achieving growth targets, and meeting investor expectations.

Marking Criteria

Assessment Area	Criteria Description	Marks
Executive Summary & Introduction	<ul style="list-style-type: none">• Clear and concise overview of the report's purpose and structure• Introduction to EcoCrate's business model, current funding need, and entrepreneurial context• Establishes relevance to module themes	5
Evaluation of Funding Options	<ul style="list-style-type: none">• Comprehensive analysis of all relevant sources: bootstrapping, angel investors, venture capital, crowdfunding, debt• Clear explanation of pros and cons of each option in EcoCrate's specific context• Critical comparison using theory and real-world startup practices• Evidence of current trends in startup financing	15
Capital Structure & Forecasting Under Uncertainty	<ul style="list-style-type: none">• Well-reasoned justification for an appropriate capital structure• Awareness of risks and uncertainties in startup forecasting• Application of financial planning tools• Insightful discussion of how uncertainty affects investor expectations and funding terms	15
Business Valuation	<ul style="list-style-type: none">• Application of at least two valuation methods suitable for early-stage ventures• Critical discussion of assumptions, limitations, and adjustments due to startup-specific challenges• Demonstrates understanding of risk and value creation in new ventures	15
Investment-Ready Strategy & Exit Plan	<ul style="list-style-type: none">• Clear articulation of an investor pitch: value proposition, growth plan, impact• Coherent and realistic exit strategies aligned with typical investor expectations• Demonstrates awareness of long-term stakeholder interests and strategic fit• Integration of financial strategy with narrative	15
Strategic & Stakeholder Fit	<ul style="list-style-type: none">• Critical evaluation of how the proposed financial strategy aligns with EcoCrate's mission, values, and sustainability focus• Discussion of founder-investor alignment, governance, and stakeholder communication• Shows understanding of tensions between control, growth, and funding	15

Conclusion	<ul style="list-style-type: none"> • Summarises the key financial recommendations clearly and concisely • Reinforces strategic and financial coherence • Avoids introducing new ideas 	5
Referencing & Citations	<ul style="list-style-type: none"> • Accurate and consistent use of Harvard referencing style • Use of at least 20 credible academic/professional sources • Integration of references into analysis and discussion 	5
Presentation of content, Structure & Academic Writing	<ul style="list-style-type: none"> • Logical flow of sections with clear headings and subheadings • Proper report format: title page, table of contents, executive summary, numbered sections • Excellent grammar, spelling, and clarity • Adherence to word count range 	10

Important Points:

1. Late submissions are accepted after the deadline but up to and including six days after the deadline. Submissions on the 7th day or after that will be marked as 0%.
If you are unable to submit the work due to unforeseen events you may claim for extenuating circumstances which may include medical or personal issues, such as illness or bereavement. Read more
3. Students are reminded that unauthorised and/or unacknowledged use of AI tools will be treated as fraudulent practice. In undertaking this assignment: AI tools cannot be used to generate the submission, however, AI tools can be used in an assistive role, for example:
 - (i) Supporting the writing process in a limited manner, such as structure, writing style, grammar, and referencing.
 - (ii) As a support tutor to enhance learning and understanding of particular concepts or theories.
 - (iii) Giving feedback on content, or proofreading content.
4. Students are not permitted to substantially reproduce the same piece of course work for more than one assignment, except where they are explicitly required to do so by the assignment specification.
5. Students must ensure the proper acknowledgement of the borrowings from other sources, whether published or unpublished.
6. Serious cases of cheating and plagiarism will be referred for consideration through the University's disciplinary procedure. Undertaking fraudulent practices can result in a student being required to leave the University.
7. Check the module grade descriptors below for your information.
 - a. Grade A* 80% and above Outstanding performance, exceptionally able – PASS
 - b. Grade A 70- 79.9% Very good performance – PASS
 - c. Grade B 60- 69.9% Good performance – PASS
 - d. Grade C 50- 59.9% Fair performance – PASS
 - e. Grade D 40-49.9% Unsatisfactory performance – FAIL
 - f. Grade E 0-39.9% Unsatisfactory performance - FAIL