**Turning Ideas into a Business**

**Shark Tank Project**

You are going to have the opportunity to be on an ‘episode’ of Chatelech’s take on Shark Tank. So, you are going to have to come up with a business of your own, which you will pitch to the Sharks (Ms. Legault and guests). You will have to complete some tasks first. Be creative and have fun.

**Tasks**

1. Pair up in groups of 2, or you can work individually.
2. Create a Google Doc to share amongst the group members to share ideas, comments, etc.
3. Brainstorm – figure out what your business is selling (product or service). Make sure it is beneficial for someone, or a specific group of people.
4. Come up with a business name.
5. Create your business product or service by drawing out your product or service. If you’re doing it on the computer, you must print it off. You can also make the product instead of drawing it, but don’t spend too much money on the project.
6. Prepare your presentation for Shark Tank – You must create a presentation using PowerPoint/Google Slides. Follow the directions to organize your presentation and to see what you must include. Each question must be answered in complete sentences (ideally 3-5 sentences per question.).

Slides to Include

1. Title Slide
   1. Put your business name along with the names of everyone in your group.
2. Slide 1
   1. Detailed description of business - What is your business? What does your product or service do or what is it?
3. Slide 2
   1. Pricing/Profit – How much does your business’s product or service cost to make? (Using a table would be great here.). How much will your product or service cost in order for you to make profit?
   2. Use this formula: Selling Price of Product or Service – Cost of Expenses = Profit
4. Slide 3
   1. Explain why consumers want or need this: Is what you’re selling a want, need, or both? Why do people need/want to buy your product or service?
5. Slide 4
   1. Background/Target Market: How did you come up with this business? When creating this business who was the target market you had in mind?
6. Slide 5
   1. Competitors: Who are your competitors? How is your product or service different than your competitors? How will you beat your competitors? In your opinion, why is your product or service better than your competitors?
7. You may add any additional slides that you need.

**Other Tasks**

* Make sure your presentation looks good. You must have the following:
  + A theme
  + Attractive font style and color
  + Transitions between your slides
  + Animations on your text and objects on the slides
  + Pictures and clip art if necessary.
  + No misspelled words and good grammar.
  + Must look organized and neat.
* You must prepare for your presentation. Figure out the following:
  + What are you wearing?
  + Who is speaking when?
  + If you made your product or service, figure out who is bringing what to class for the presentation.
  + Practice your presentation.
  + Turn your presentation in to Google Classroom.

**How will it work?**

Ms. Legault and guest(s) will be the sharks. You will present your business and presentation in front of the classroom and the sharks, just like in Shark Tank. Everyone in your group is expected to dress up and present. Ms. Legault will grade while you present. The sharks may ask you some questions. After the presentation you have an opportunity to get 5 pieces of candy from each shark. If you receive five pieces of candy, that means they love the business and feel that you have provided enough information to successfully start your business.

**Presentation Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

We will have a sign up for the order to present. Any presentations that we don’t get to on that day will happen in the following class.

|  |  |  |  |
| --- | --- | --- | --- |
| **Shark Tank Project- Turning an idea into a Business** | | | |
|  | **Exceeds**  **4pts** | **Meets**  **3pts** | **Minimally**  **2pts** |
| **Detailed Description of Business**  The teacher can clearly understand what is their business is selling and what it does. |  |  |  |
| **Pricing/Profit**  Clearly communicates the costs of their product or service. |  |  |  |
| **Want/Need**  Explains if their business is selling a want or need and why people should buy their product. |  |  |  |
| **Background/Target Audience**  Clearly explains how and why they came up with the business. Also states who their target audience is. |  |  |  |
| **Competitors**  States who are their competitors and how they are different from them. Mentions why they are better than competitors and how they will beat them. |  |  |  |
| **Presentation Theme**  Has a theme and attractive font style and color. Pleasing to the eyes. |  |  |  |
| **Presentation Transition & Animations**  Has on all the slides. |  |  |  |
| **Grammar/Spelling**  No grammatical or spelling errors in the presentation. Punctuation is used properly. |  |  |  |
| **Drawing or Made the Product or Service**  This clearly shows what their business is selling. |  |  |  |
| **Live Presentation**  Students present to the best of their ability. It was organized, everyone spoke, and they were professional. |  |  |  |
| **Organized/Neat**  The presentation is well organized, looks professional, and neat. |  |  |  |
| **Participation**  Student used their class time wisely and it was turned in on time |  |  |  |
| **Dressed Professionally**  Students dressed appropriate for their business. |  |  |  |
| **Total:\_\_\_\_\_\_\_\_\_\_\_\_\_/52** | | | |