

Shark Tank Pitch Assignment

Dates are tentative:

Option A: 10/26 & 10/27 hold the Shark Tank on campus

Option B: 10/26, 5-7pm, in studio

Option C: 10/26, at Boomerang Plus Headquarters

First draft of videos will be done by 9/23, class can watch/we provide feedback.

2nd draft of video will be done by 9/30, sent to Boomerang Plus for selection.

Objective:

Submit a video pitching of a real product or service to your teachers first, then to Boomerang Plus. The top pitches will be selected to pitch live in "The Shark Tank".

Process:

Students can do this individually or in a team with 3 students max.

1. Brainstorm ideas for a real product or service business idea. Something that can actually be done with your skill set, with a little help from some experts and money from the Sharks. Remember some of the best ideas are solutions to a problem. If it helps enough people then you can make money.
2. Come up with a video pitch for your product or service. This should include: a product explanation or demo; price cost analysis; amount of money that you are requesting; and what are your plans for the money.
3. At the beginning of your video hold up a note card with the following information: Name of product/company; Owner(s) (your names); contact email; how much you are asking for \$\$\$.
4. You should be able to answer the following questions about your business.
 1. What is the suggested price of your product or service?
 2. What is the cost of your product or service?
 3. What protection do you have – patent, trademark, copyright, etc.?
 4. What is your competition?
 5. What is your competitive advantage?
 6. How large is your market and what percentage do you hope to gain?
 7. How much time do you have to devote to your company?
 8. What investment have you made in your company so far?
 9. What, if any, sales have you had thus far?