

PRINCIPLES OF BUSINESS MANAGEMENT & ENTREPRENEURSHIP

Assessment #3: Shark Tank Presentation

Since we've been talking about entrepreneurship the past few weeks, it's time to do an assessment mimicking the TV show that have helped to make becoming an entrepreneur so popular – Shark Tank.

For some inspiration, you can watch some episodes here:

- <https://abc.com/shows/shark-tank>
 - <https://www.nbc.com/shark-tank>
 - Alternatively, you could also use Hulu or Netflix (I think...?)
 - If all else fails, go on www.dailymotion.com and search “shark tank full episode” and you'll find a bunch.
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If you end up taking Honors Entrepreneurship in the future, you will be required to perform this presentation live in class in front of a panel of judges/sharks and write an entire business plan for your business as another assessment grade. However, for this course, we are just going to keep it simple, have some fun with a presentation, and not require a written business plan.

First things first... you need to come up with a business idea. It needs to be something that is:

1. Unique/new/original/different/something that does not already exist

- Don't tell me you're inventing grape jelly as we all know that already exists.

2. Feasible/viable/realistic

- Don't tell me you're going to create a company that takes moon rocks and converts them into solid gold. That's not realistic.

3. Potential to be profitable

- Don't tell me you need \$1,000,000 for a company that is selling t-shirts to students at Arundel High School. You'll never make your money back.

If you're struggling to come up with an idea, here are some helpful generation ideas techniques:

- <https://www.cleverism.com/18-best-idea-generation-techniques/>
 - http://creatingminds.org/tools/tools_ideation.htm
 - https://www.mindtools.com/pages/article/newCT_88.htm
 - <http://www.innovationresource.com/innovation-speaker-resources/seven-strategies-for-generating-ideas/>
 - <https://www.b2binternationalusa.com/publications/generating-new-product-ideas/>
- <https://www.pocketbook.co.uk/blog/2013/10/22/the-synectics-problem-solving-process/>
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If I have already had you as a student for Honors Entrepreneurship, Honors Business Management, or Principles of Accounting & Finance, **you cannot** repeat a business that you have already created in the past. It must be new work or else it is an automatic 50%.

You **cannot** use any profanity, inappropriate language, or illegal/inappropriate images. You cannot create an illegal business. This will result in a 50% grade.

Rubric

		Points Possible	Points Scored
Video	Video filmed on a phone, laptop, tablet or Chromebook and posted on the FlipGrid: https://flipgrid.com/dea095b8	5	
Intro	Most entrepreneurs enter the Shark Tank asking for a certain dollar amount in exchange for a percentage of ownership. In this case, your company does not exist yet, so you do not have any ownership to give away. For this project, simply state the amount of money that you are going to need to start this business. For example, most people will start their presentation by saying, "Hello Sharks! I'm Bill Miller and today, I am seeking \$500,000." Then, get into your presentation. Do not make-up a number. That means you will have to do some research and come up with some numbers and a total for how much money your specific business is going to cost to start. You'll have to think about the many different expenses you will incur.	5	
	Did the intro grab our attention? Did it captivate us? Watch a few Shark Tank episodes for ideas. <i>Examples of how to start a presentation:</i> https://visme.co/blog/how-to-start-a-presentation/	5	
Body/Content	Explain your good or service in detail and explain how it works.	5	
	Discuss why your good/service is wanted or needed and how it is different from anything else on the market.	10	
	Explain how and where the good/service will be sold.	5	
	Discuss your target market , why that group of people is your target market, and how you will promote and market your business.	5	
	Who is your competition and how are you better than them?	5	
	Give us some details regarding the pricing of your product and service <u>as well as</u> number of employees needed.	5	
	In the Intro, you said how much money you will need . Now tell me how you came up with that total number. Prove to me that you did some research and totaled up all the many expenses you will incur in starting this business.	10	
	Is the idea feasible, were your numbers realistic, and could I tell that you were well-researched?	10	
Closing	A funny or interesting closing to wrap-up your presentation. For example, the guys who were pitching the Kanga cooler on Shark Tank ended with: "We're Kanga (Teddy does a backflip), we're flippin' excited to be here, and we know you'll be flippin' excited too when we give you your own custom Casemate. Who wants a beer!?" Watch Shark Tank for ideas!	5	
Prop or Attire	You must have a prop <u>and/or</u> wear something that fits and adds to your presentation. For example, the Kanga cooler guys brought a big, plastic cooler as well as a Styrofoam cooler that purposefully broke to show how their product is superior. Have a prop that adds to the pitch of your product. Note: If your business idea is an actual, tangible product, you <u>do not</u> have to create a prototype/model/sample. Alternatively, you might dress up instead. It might be a goofy costume if it is a silly product. It might be a suit if you're selling a classy product. It might be dressing like a beach bum if you are selling a beach cooler. It all depends on your business. Get creative!	5	
Time	Presentation is at least 3 minutes long. Max recording time is 5 minutes.	5	
Presentation	ENTHUSIASM! Sell the product! Make us want it! Were you engaging? Did your facial expressions and body language generate a strong interest and enthusiasm about the business? Be interesting. Nobody ever goes into the Shark Tank with a boring presentation.	5	
	Eye contact with the camera and no or few note cards.	5	
	You show that you were completely prepared and had obviously rehearsed.	5	
TOTALS:		100	

This assessment is due on **Tuesday, November 10th at 11:59pm.** Good luck 😊

THIS ASSESSMENT CANNOT BE LATE AS THE END OF THE MARKING PERIOD IS THE 13TH