

Shark Tank Project  
APES  
**DUE: February 3rd**



### **Task**

You will be creating a product and a business proposal as if you were planning to pitch your idea to the entrepreneurs on the TV show, Shark Tank.

As you create your project, think about the episodes of Shark Tank we've watched in class. What products did the sharks invest in? Why? What products did the sharks reject?

### **Procedures and Requirements**

- You may work individually, or in a group of two to three people
- Create a **unique** product idea
- Develop a business plan
  - What is your company called?
  - What is your product called?
  - Slogan?
  - Owners names
  - Detailed plan of product/service
  - Business logo
  - Business philosophy/purpose
    - Ex) McDonalds - "To provide the fast food customer food prepared in the same high-quality manner world-wide that is tasty, reasonably-priced & delivered consistently in a low-key décor and friendly atmosphere."

- Ex) Courtyard by Marriott - "To provide economy and quality minded travelers with a premier, moderate priced lodging facility which is consistently perceived as clean, comfortable, well-maintained, and attractive, staffed by friendly, attentive and efficient people"
- How much would it cost to manufacture this product?
  - Office space/warehouse/factory rental
  - Utility costs (electricity/water)
  - Product costs
  - Labor
  - Advertising
- How much would you sell it for? (Would people pay this price? How many buyers do you estimate?) → be sure this is REALISTIC
- What you expect your profits to be?
- Who are your target consumers?
  - Region/state?
  - Age?
  - Gender?
  - Income level/social class?
- Who is your competition, and why are you better?
- What startup costs would you incur? (How much money do you want from the sharks, and how much ownership of your company would you be willing to offer?)
- Where do you see your company in ten years? Twenty?
- Why should the sharks invest in your company?
- Come up with a creative way to pitch your idea to the sharks(example: commercial)

## Grading

### Product (30 points)

Unique and creative  
Sellable

### Business plan (30 points)

Answers all posed questions  
Presented in an easy to understand way/well-organized  
Realistic figures/well-researched

### Presentation (30 points)

Knowledgeable of product  
Poised/confident demeanor  
Engaging presentation/creative  
Creative  
Persuasive

### The Sharks' Scores (10 points)

This score is based on whether or not the sharks wanted to invest in your product