



Introduction to Business & Marketing Shark Tank Final Project

Ready to be an entrepreneur? Your final project is to create a business/product and sell it to your classmates, Shark Tank style! You will complete this assignment individually OR with a partner and your classmates will play the role of the Sharks!

Your company can offer a physical product or a service, but it should not just be a copy of something already offered ... BE CREATIVE! Think outside of the box ...

You will need to include the following in your project:

Part 1: A typed 1-page summary/outline about your company including:

1. the company's name and objectives
2. the company's mission
3. the company's basic details (company location, senior management's names and roles, when founded, logo and slogan, etc.)
4. a brief description of the product or service
5. how you came up with the idea for your product/service
6. the top 3 problems your product/service are addressing

Part 2: A 10- slide presentation on your entire project – rubric outline on back of this paper. You can use PowerPoint or Google Slides, but a copy must be sent to the teacher via email by **4PM June 6th**.

Resources:

- Be sure to reference the samples provided by your teacher for both parts (also available on Ms. VanDyke's website)

You will work on these projects in class the following days:

- May 30/31: Introduction of Project & work on Part 1
- June 1/2 (note there is no B-day 6th block class June 2nd) Finish Part 1 & start Part 2
- June 5/6: Finish Part 2, email to teacher, and practice giving the presentation

You will present your final projects the last day of class:

- A day class presentations: June 7th
- B day class presentations: June 8th

This project is worth 200 points: 100 points for the paper & 100 points for presentation!



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PowerPoint Presentation Rubric:

10 points each slide = 100 point project

Slide #1: Cover Slide (*include your company name OR logo & your name*)

Slide #2: Company Name and Objectives (*remember to use bullet notes*)

Slide #3: Company Mission Statement (*sentence(s) allowed for this slide*)

Slide #4: Basic Details About Company (*company location, senior management's names and roles, when founded, logo and slogan, etc.*)

Slide #5: The Marketing Mix: Product, Place, Price, Promotion (*use bullet notes*)

Slide #6: How You Came Up with the Idea for your product/service (*use bullet notes*)

Slide #7: Top 3 problems your product/service are addressing (*use bullet notes*)

Slide #8: A compelling message that states why your product/service is different than competitors (*make sure you are specific – give details*)

Slide #9: Conclusion Slide (*quick overview of 4-5 main points of your project*)

Slide #10: Complete the Sale with a powerful closing sales pitch that answers "Why is this product worth buying?" (*this will make or break the Sharks investing in your project*)

Remember to include pictures and other graphics, not just plain text on slides