**Introduction to Business**

**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 you must submit a copy of the PowerPoint in blackboard (link will be provided in blackboard) by 10:00 am on November 5th.

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

* 8/27 – Introduction of the project
* 9/10 – Teams/Individuals will be working on Part 1 & meeting with instructor
* 10/15 – Part 1 should be completed & start Part 2

Presentations will be held on November 5, 7, 14 and 21 (if needed).

Project is worth a total of 20% of your grade in the course. 100 points for the paper and 100 points for the 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*