**Year 7 HASS – Economics and Business**

**Task 6 – ‘Shark Tank’ Task**

**Marks: \_\_\_\_\_\_\_\_\_\_\_/60 Weighting: 15%**

**Target: \_\_\_\_\_\_ /60**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Teacher: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

BACKGROUND: Shark Tank is an American reality TV show that features a panel of business executives and investors (called 'Sharks') who consider offers and listen to pitches from entrepreneurs and small business owners seeking funding for their business, products, or services. It is the aim of the entrepreneurs and small business owners to win the support of the ‘Sharks’ and receive the funding to help make their ideas into a reality. The aspiring entrepreneurs present business presentations to the ‘Shark’ investors. The ‘Sharks’ will then choose whether or not to invest their money in the product and in return receive a percentage of ownership and share in profits made.

***Working in pairs, your task is design an adaption to a good that will either solve a problem or make life easier for consumers. Then create a mock-up of the new good and an advertising campaign to present and promote it to your class.***

***You will present your idea to the class.***

**You will need to submit the following:**

|  |  |
| --- | --- |
| **Task Checklist** | **Completed** |
| Brainstorms (ideas + task) |  |
| SWOT Analysis of 2 ideas |  |
| Advertising Plan |  |
| Allocation of tasks |  |
| Prototype constructed |  |
| PowerPoint Presentation |  |
| Speech (Script/palm cards) |  |
| Rubric/marking guide |  |

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *My Target: \_\_\_\_\_\_\_\_\_ / 60 or \_\_\_\_\_\_\_\_ %*

**PLEASE SUBMIT THIS SHEET WITH YOUR NOTES ON THE DUE DATE!**

Year 7– Economics and Business - Task 6 – ‘Shark Tank’ Task (15%)

DETAILED MARKING GUIDE/RUBRIC (PRESENTATION)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task 🡫 &**  **Marks Allocation 🡪** | 5 – 6 | 3 – 4 | 1 - 2 | Subtotal |
| **Brainstorm** | Clear evidence of brainstorming of ideas for the product and the task. Comprehensive detail and a wide range of ideas is included. | Some evidence of brainstorming of ideas for the product and the task. Some detail is included and a range of ideas is included. | Little evidence of brainstorming ideas about the product or the task. Lacks detail and range of ideas. |  |
| **SWOT Analysis** | 2 Completed SWOT analysis are submitted. At least 2 points for each section of the SWOT. | 2 SWOT analysis are submitted, some sections are incomplete or contain less than 2 valid points for each section. | 1 SWOT or less is submitted, some sections are incomplete and little thought or detail is shown. |  |
| **Advertising Plans** | Clearly describes what target market for the product is, a high level of detail is included regarding advertising campaigns, and methods to be used. Explains why these methods were selected. Provides examples of what the advertisement may look like. | Provides a description of who the target market for the product is, a satisfactory level of detail is included detailing the advertising campaign, and methods to be used. Some explanation for why these methods were selected. Provides some example of what the advertisements may look like. | Provides a limited description of who the target market for the product is, some detail is included for the advertising campaign and methods to be used. No examples provided, no mention of why they selected the advertising methods. |  |
| **Evidence of allocation of work (partnership agreement)** | A comprehensive list of tasks to be allocated fairly and equally among partners is submitted. | A list of tasks to be allocated fairly and equally among partners is submitted. | No list is submitted. |  |
|  | 8 – 10 | 5 – 7 | 0 - 4 |  |
| **PowerPoint Presentation** | Presentation is visually engaging. Displays a high level of detail and overall does well to present a product/prototype to make life easier or solve a problem for consumers. It is evident that a lot of time and thought is put into the presentation. | Presentation is engaging. Displays a satisfactory level of detail and overall presents a product/prototype to make life easier or solve a problem for consumers to a satisfactory standard. Some time and thought is put into the presentation. | Presentation is somewhat engaging. Displays limited amount of detail and overall presents a product/prototype to make life easier or solve a problem for consumers. Little time or thought is put into the presentation. |  |
| **Prototype** | A prototype is provided, well-constructed and does well to show how life is made easier or a problem is solved for consumers. (It can be a drawing with a detailed plan indicating how it would work). | A prototype is provided, well-constructed and shows how life is made easier or a problem is solved for consumers. (It can be a drawing with some plan indicating how it would work). | No prototype of drawing with a plan is provided. |  |
| **Class Presentation** | Both partners work together to deliver the presentation. The PowerPoint presentation is used to supplement what is being said. Speaking is clear, audible and uses a variety of tone and pace. Overall the presentation is engaging and wins investment. | Both partners work together to deliver the presentation. The PowerPoint presentation is used, but is read from at times. Speaking is clear, audible and tone/pace is evident.  Overall the presentation is engaging. | Partners demonstrate little evidence of working together. The PowerPoint Presentation is used and read from most of the time. Speaking is somewhat clear and audible. Presentation is at times engaging. |  |
|  | 5 – 6 | 3 – 4 | 1 - 2 |  |
| **Bibliography** | References are organised into the table using the correct conventions. 5 or more references are used. | References are organised into the table using the correct conventions. 5 or less references are used. | References are listed as HTTPs or URLs. |  |
|  |  |  | **Task 6 - TOTAL** | **/60** |

1. Start by brainstorming ideas for your innovation.
2. Brainstorm the task and presentation
3. Complete a SWOT analysis for your top two ideas.

Idea 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- |
| Strengths | Weaknesses |
| Opportunities | Threats |

Idea 2:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| Opportunities | Threats |

1. Once you have settled on your best innovation, think of a catchy name, determine the price and decide how you are going to pitch it. When creating the advertisement campaign, consider your market and the best methods of reaching it, such as posters, television, internet or radio advertisements.

|  |
| --- |
| Name of product: |
| Price of product for retail sale: |
| Target Market for the product: |
| Advertising Methods to reach this Target Market: |

1. Allocate tasks: create a mock-up (prototype) and produce an advertisement etc.

|  |  |
| --- | --- |
| Name: | Name: |
| Tasks to be completed: | Tasks to be completed: |

1. Use your work to create a three minute presentation for a group of potential investors. (You may like to prepare a script and palm cards and link what you’d like to say with your PowerPoint).
2. Present your product to your class using a PowerPoint presentation. (Presentation should include:

* Introduction, introduce yourselves, the product, the purpose of your presentation (get investment)
* Information related to the product
* How it solves a problem or makes life easier
* Target market for the product
* Advertising campaign and methods to be used
* Prices set for the product
* Photos of the prototype
* Conclusion – why should the Sharks choose your product to invest in?

**Tips:**

* Remember you need to make your presentation convincing! Have the goal of convincing the ‘Sharks’ to invest in your product and tell them why the Sharks choose your product to invest in.
* Be prepared, and use your time efficiently. Ensure you split the work up between each group member, allocate tasks and hold each other accountable. Work together!
* Research ideas and think of problems you have with goods, or tasks that you would like to be easier.
* Use your creativity when creating slogans and names for the good.
* Use the rubric as a guide for what to include in your presentation.
* Practice and have a run-through of your presentation BEFORE presenting it to the class.