



Shark Tank School Event – Guide & Key Terms

✓ 1. Basic Structure of the Event

Phase	What Happens
Ideation	Students come up with product or business ideas to solve real-world problems.
Prototype Creation	They build a working model (physical or digital) of their idea.
Pitch Preparation	They prepare a 3–5 minute business pitch.
Pitch Day	Students present their idea to a panel of "Sharks" (judges) who ask questions and give feedback.
Judging & Investment (Points or Tokens)	Sharks invest virtual money or tokens based on idea quality, feasibility, and presentation.