

Dear Business Student,

Congratulations! You have been chosen to participate on the SRA's Shark Tank. Your goal is to win the imaginary money from the class "sharks" needed to take your imaginary business off the ground.

Here is your first challenge.

### **Developing a Vision of your Business**

This vision will include:

- The name of your business
- A brief overview of its objectives
- Brainstorming regarding where it will be located, its employee structure, likely customers and its future objectives.
- You must include a slogan and logo.

Good luck in your first challenge!

*Congratulations on completing Challenge One!*

*Here is your second challenge.*

**Create an Amazing Business Card and One Page Advertisement.**

**The card must include:**

A Logo

The name of your business

Your full name

Your phone number, cell number, email address

\*\*\*\*A catchy slogan

**The ad must include:**

The elements from above, including the slogan.

An attention getter

A reason for the advertisement i.e. a special offer etc.

## Business Planning

Many people begin their businesses too hastily. They open their doors without having a firm understanding of what products or services they will offer. At times they also neglect to determine how their business will be unique.

The responses to the following questions will help guide you later on in the creation of your business plan. You may jot down responses here to then formalize on a separate sheet.

1. What is your industry? (Resource based? Customer service? Marketing?) What are some of the unique characteristics and trends found in this industry?
2. What are the specific features of your product or service? What does it *do*?
3. What are the benefits of your product of service? What will it provide for your customers? What is “in it” for them?
4. What is your market gap? (What need in the market place will your business fill?)
5. Who will your target customers be?
6. What is your competitive advantage? What will make your business better than your competition?

*Congratulations on completing Challenge Two! Fabulous Advertising!*

*Here is your third challenge.*

## **Creating a Condensed Business Plan**

**These categories will be individual slides developed into a Keynote presentation.**

### **The details:**

**Business Objective:** What is the goal and mission of the business?

**Competitive Advantage:** Why is your business concept better than your competition?

**Target Market:** Describe your customer

**Start-up Materials:** What equipment will you require to open your business? You may also wish to estimate approximate costs here. (office equipment, tools, etc.)

**Financial Information:** Where will your start up costs come from? What costs will be involved in starting your business? (savings, loans, investors?)

**Employee Structure:** How many staff members? How will you train them? What are important qualities in your staff? Qualifications?

**Location:** Where will your business be and why?

**Advertising:** What methods of advertising will you be using? Why did you select these forms? \*be sure to consider their cost.

**Future Plans:** Where do you see this business in 5 or 10 years? Will it become a franchise? Do you wish to expand? Develop new products or markets? Exports?

*Comments from  
Peer Evaluation*

*Busienss Name:*\_\_\_\_\_

*Presenter:* \_\_\_\_\_

*Positive Feedback:*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Tip / Suggestion:*

\_\_\_\_\_

*Business Name:*\_\_\_\_\_

*Presenter:* \_\_\_\_\_

*Positive Feedback:*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Tip / Suggestion:*

\_\_\_\_\_

Name: \_\_\_\_\_

### *Business Plan Presentation Criteria*

Business: \_\_\_\_\_

<i>Level</i>	<i>Criteria</i>
A	<ul style="list-style-type: none"> <li>- Business plan is thorough and demonstrates attention to detail.</li> <li>- Examples and specific qualities of the business are explained.</li> <li>- Images are used to accent the presentation and relate directly to the slide material</li> <li>- Topics are related and clearly explained.</li> <li>- Slide transitions are creative</li> <li>- Fonts and Backgrounds are aesthetically well designed.</li> <li>- Project is well edited and demonstrates a high caliber of vocabulary and sentence structure.</li> </ul>
B	<ul style="list-style-type: none"> <li>- Business plan outlines topics clearly and contains some examples and detail.</li> <li>- Qualities of the business are addressed in a general sense.</li> <li>- Images are used and relate to content.</li> <li>- Topics are connected and generally explained.</li> <li>- Some slide transitions are used.</li> <li>- Fonts and backgrounds are visually pleasing.</li> <li>- Project is predominantly edited with a few errors that do not detract from meaning.</li> </ul>
C	<ul style="list-style-type: none"> <li>- Business plan is at times unclear and speaks in general terms – examples and details are absent.</li> <li>- Qualities of the business are briefly summarized.</li> <li>- Topics are somewhat connected but are sometimes disjointed.</li> <li>- Slide transitions are not used.</li> <li>- Fonts and backgrounds are not unified.</li> <li>- Project exhibits several errors which detract from meaning.</li> </ul>
I	<ul style="list-style-type: none"> <li>- Project does not exhibit attention to outline criteria.</li> <li>- Business plan is undeveloped or incomplete.</li> <li>- Images and transitions are not used.</li> <li>- Details are absent.</li> <li>- The project demonstrated significant errors in editing and language usage.</li> </ul>

Content	Creativity	Presentation	Total
/25	/15	/10	/50

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_