



Shark Tank

SCENARIO: You are applying to appear on Shark Tank, a TV show that involves pitching a business idea for a service to a team of potential investors. This can be an individual or group activity.

TASK: As part of your application you need to put together a formal business proposal (five or more pages) that will be judged by people outside the school who are experienced in investing in business ventures. The proposal needs to include the following elements with as much detail as possible.

DUE:

Front Page Summary

- Name of business
- Name of people who own the business
- Address of business
- The business idea
 - ◆ How you came up with the idea
 - ◆ How is it different to similar businesses
- How much money you need to be invested in the business
- A paragraph outlining why the potential investor should invest in YOUR business

A page for each of the KBFs (more might be required for Finance)

- Operations
 - ◆ The service the business will be providing (tb pp.110-111)
 - ◆ The processes of the business in action (tb pp.111-112)
 - ◆ Quality management procedures in place (tb pp.112-113)
- HR
 - ◆ How you are going to recruit employees (tb pp.129-131)
 - ◆ The types of contracts employees will be on (tb pp.133-134)
 - ◆ What training employees will need (tb p.132)
 - ◆ The separation processes in place (tb pp.135-138)
- Marketing
 - ◆ Target market (tb pp.114-115)
 - ◆ Marketing mix (4 Ps - tb pp.115-118)
- Finance
 - ◆ An overview of the money required to start the business and how it is going to be used
 - ◆ Financial projections for the first year of the business

- Cash flow statement (tb pp.120-121)
- Income statement (tb pp.122-123)
- Balance sheet (tb pp.124-126)