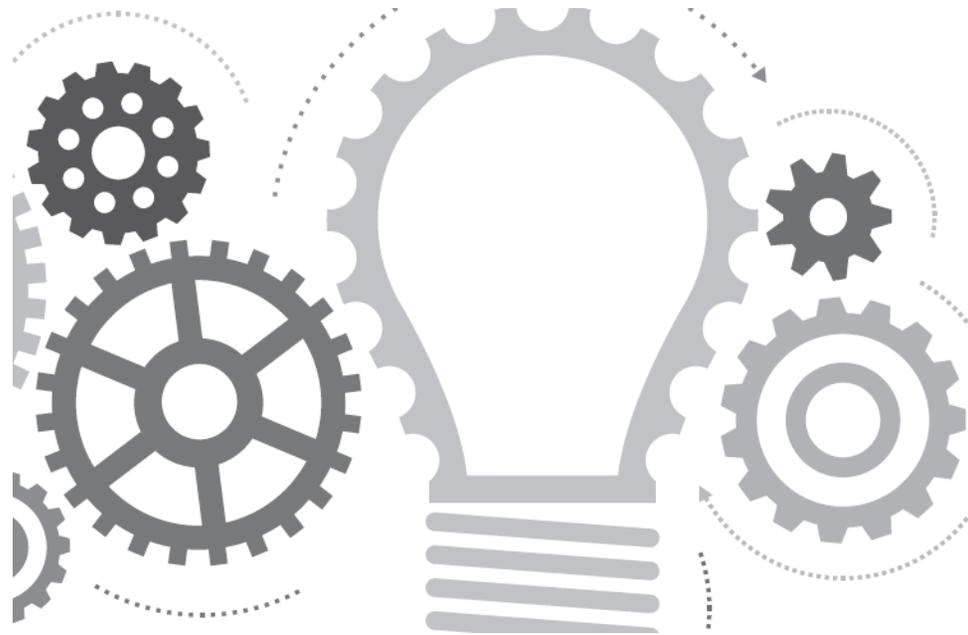


Brevard Public Schools
Makerspace “Shark Tank”
Guidelines



March 2020

Shark Tank Innovation

Purpose

Bring exciting and innovative ideas to life using Shark Tank style presentations! Create a future-focused, innovative idea, product or service that has the potential to become a profitable business venture. Shark Tank Innovation is a project based learning challenge that incorporates the 4 Cs; Critical Thinking, Creativity, Collaboration, and Communication. Students will demonstrate the skills through developing an innovative project as an entrepreneur using the scientific method and persuasive techniques by preparing a pitch and business/marketing campaign for the innovation. The Shark Panel will judge and review presentations and innovations.

Eligibility

Elementary student/team of students (max. 5) must be in 4th-6th grade

Secondary any student/team of students (max. 5), 7th-12th

The sponsor for student/student groups must be a certified teacher currently teaching in Brevard County.

Application Process:

REGISTER ONLINE: Anyone interested in participating in the competition must register by completing the Entry Form from the office of Equity, Innovation, and Choice by November 20, 2019.

Each participating school will be emailed a code to join the Shark Tank Google Classroom.

Important Dates

September 30, 2019 Round One competition opens at school level, register online

October 11, 2019 Maker Day, Informational session offered for Shark Tank (optional- BPS schools only)

November 20, 2019 Deadline to register

December 13, 2019 Deadline for Round One school judging to be completed, winner selected. School judging may take place at any time between October 1st and December 13th

December 20, 2019 Deadline for completing Innovation paperwork and Concept Submission Form for winner selected at school level to enter Round Two

January 24, 2020 Deadline for submission of video entry of Round One school level winner

February 3-6, 2020 Round Two judging of video entries, finalists will be selected for Round Three (total number will be based on overall participation). Schools will be notified, students will attend and present in Round Three, the Final Round

March 6, 2020 Round Three (Final Round) judging, by industry judges at the Innovation Games

How the competition will work

Pitching to the Sharks, Shark Tank style, is designed to reward big ideas that will push the envelope. We encourage participants to be bold. Participants will focus on innovation – something fresh and new, building on or evolving from previous models, solving a problem, reinventing the model entirely, or taking us somewhere we didn't even know existed. This is your chance to sell your story and get others to invest in your dream, spread the word or provide support.

There are three rounds of competition.

First Round (September 30th-December 13th)

The first round will take place at the school level. Students will create an innovative idea, product, or service.

Each school will judge innovations, using in-house judges, in a Shark Tank style presentation and choose one innovation by December 13, 2019 to move to the next round of competition in February.

See rubrics and criteria on following pages

Second Round

Each individual or team is required to submit a Concept Submission Form (located in the Shark Tank Google Classroom) by December 20, 2019. Concept Submission Form consists of several questions regarding details of the innovation and its viability. In addition, a two to three minute video submitted to the Google Classroom by January 24, 2020 is required. Submit a video of the school level winning student/s presenting the shark tank pitch of his/her innovation.

The second round will take place in February. A committee of district officials will judge the school innovation winners' video submissions. The top finalists will move to the third round. Schools will be notified, students will attend and present live in March for the final round.

Third/Final Round

The third and final round will take place March 6, 2020. These innovations will be presented live, shark tank style, to industry judges. From these finalists, a winner will be selected by our finalist judges. Prizes will be awarded.

Criteria

Participants may work individually or in groups (maximum of 5 students in a group)

Each individual/group must prepare a

- Product visual and/or prototype
- marketing plan
- Presentation, 2-3 minute pitch
- handout

All group members must contribute, participate and **speak** during the presentation.

All individual/group members should dress in professional business attire on their presentation day.

Create a **unique innovation** product idea (good, service, non-profit, etc.).

Develop a **Marketing Plan** that addresses the following:

- Name of your innovation concept
- Which industry sector best represents your idea, product, or service?
- Include a description of your innovation, its visual appeal/design if applicable, its relevance/importance to industry
- Customer/Market Analysis: Identify your target market/potential customers and explain how your innovation meets customer need/demand
- Competitors: competitors, substitute products, etc. Identify and company or product you believe competes with your innovation
- Merits: Advantages over comparable products. What sets your concept submission apart? Differentiate your innovation idea from similar products or services already in the marketplace
- Additional information that you would like to contribute that will emphasize the aspects of your submission for the judges to consider
- Create a visual and/or prototype
- Create a visual presentation and handouts (example: flyers, advertisement, infographic, business cards, etc.)
- Come up with a creative way to pitch your idea to the sharks (example: commercial, music video/jingle, etc.)
- Tips for your pitch keep it succinct and simple. Show your passion for your plan. Remember that your pitch is meant to inform, engage and market.

Video Criteria

Video length: Video must be no more than 3 minutes.

Video requirements: The video must contain only original work and not be subject to any copyright restrictions. The video should be the shark tank pitch of his/her innovation addressing the components of the Innovator rubric. Video may be edited, check sound quality prior to submission.

Video submission: Video must be uploaded to the Shark Tank Google Classroom.

Rubric for Innovator

Shark Tank Rubric	0-9 points	10-17 points	18-25 points
Product The product is a color visual that includes diagram of parts, OR is a “prototype” of the product with written explanation of parts	The product is very similar to products already being sold. The product is worse than similar items in the market now. Students would not be able to develop this product. The visual or prototype is minimally done, does not have clearly labeled parts or was not completed. The paragraph was a list or few sentences describing the product rather than an explanation of parts.	The product may have some similar counter-products in the market. The product is interesting, but not necessarily something many people would actually buy. The product may not be entirely realistic. Students probably would need a fair bit of outside help/expertise to develop this product. The visual is drawn and parts are labeled, but may not be neatly done. The prototype may be included but not obvious that it is the product being advertised. The explanation included is not detailed.	Product is uniquely different from anything else on the market. The product is useful or sellable. There is a place for this product in the market. The product is realistic and the students could reasonably develop this product. The visual is neatly drawn or designed with color, and parts are clearly labeled. It may include other sample customizations. The prototype is well thought-out and is obviously the product being advertised, includes a detailed explanation of parts.

<p>Presentation The presentation is 2-3 minutes in length, includes a visual, a handout, all group members speak, is engaging and uses persuasive techniques</p>	<p>The presentation needs improvement. The presenter(s) seemed to not put much effort into their presentation. There was no creative hook, and the speakers weren't able to answer most of the questions posed to them. Their presentation didn't convince anyone to buy their product. The presentation was not planned out well and may lack some required aspects. The presenters may not have shared time adequately. The presentation may be longer than 3 minutes.</p>	<p>The presentation was average. There was no creative hook, but the presenter(s) did a nice job speaking to the audience. The speaker(s) probably convinced a few audience members to buy their product. The presentation includes required aspects. The presenters not have shared time equally, but all participated. The presentation may have been slightly short or slightly long. All persuasive techniques chosen were evident but not all were effective.</p>	<p>The presentation was engaging, creative, and the presenter(s) were confident and knowledgeable about their product. There was some sort of hook to convince audience members of the usefulness of their product. The presentation uses shark tank style. Presenters share time, use eye contact and speak clearly. The presentation was thought-out and stays within the recommended time. All the persuasive techniques chosen are used effectively.</p>
<p>Marketing Plan The marketing plan thoroughly describes the product, includes the unique features, identifies customers, competitors, merits</p>	<p>Not all posed questions are answered. The marketing plan is not presented in a professional format. Many/most of the facts or numbers are questionable. The plan does not cover all aspects required and/or minimally addresses each required aspect.</p>	<p>All posed questions are answered in the marketing plan, but the presentation is average. There are some questionable facts/numbers, but most answers are accurate. The plan describes the product and addresses most aspects required, but does not include detailed descriptions.</p>	<p>The marketing plan is presented in a neat, orderly format. It has a professional quality to it. All posed questions are answered, and facts/numbers are well researched and accurate. The plan includes thorough and detailed descriptions, explains all aspects required, and clearly uses persuasive techniques to promote the product.</p>
<p>Shark Handout</p>	<p>No handout</p>	<p>Provides key points of innovation idea and reasons but may be incomplete. May not be formatted neatly.</p>	<p>Provides key points of innovation idea and reasons. Laid out in professional and clean format.</p>

Rubric for Shark (Judge)

Shark Tank Rubric	0-9 points	10-17 points	18-25 points
Product	The product is not sellable. The product is worse than similar items in the market now. There is no use for this product in society. Students would not be able to develop this product. It is unrealistic.	The product may have some similar counter-products in the market. The product is interesting, but not necessarily something many people would actually buy. The product may not be entirely realistic. Students probably would need a fair bit of outside help/expertise to develop this product.	Product is uniquely different from anything else on the market. The product is useful or sell-able. There is a place for this product in the market. The product is realistic and the students could reasonably develop this product.
Presentation	The presentation was below average. The presenter(s) seemed to not put much effort into their presentation. There was no creative hook, and the speakers weren't able to answer most of the questions posed to them. Their presentation didn't convince anyone to buy their product.	The presentation was average. There was no creative hook, but the presenter(s) did a nice job speaking to the audience. The speaker(s) probably convinced a few audience members to buy their product.	The presentation was engaging, creative, and the presenter(s) were confident and knowledgeable about their product. There was some sort of hook to convince audience members of the usefulness of their product.
Marketing Plan	Not all posed questions are answered. The marketing plan is not presented in a professional format. Many/most of the facts or numbers are questionable.	All posed questions are answered in the marketing plan, but the presentation is average. There are some questionable facts/numbers, but most answers are accurate.	The marketing plan is presented in a neat, orderly format. It has a professional quality to it. All posed questions are answered, and facts/numbers are well researched and accurate.
Shark's Score	The Sharks would not invest in this product.	There are some good ideas used in the product, but overall, it would need some work to be something the sharks would invest in.	This product is amazing. The Sharks would definitely invest in it!

Standards include but are not limited to:

Writing Standards

Cluster 1 Text Types and Purposes

Cluster 2 Production and Distribution of Writing

Cluster 3 Research to Build and Present Knowledge

Speaking and Listening Standards

Cluster 1 Comprehension and Collaboration

Cluster 2 Presentation of Knowledge and Ideas

Examples:

LAFS.8.W.1.1: Write arguments to support claims with clear reasons and relevant evidence.

LAFS.8.W.2.4: Produce clear and coherent writing in which the development, organization and style are appropriate to task, purpose and audience.

LAFS.8.SL.1.2: Analyze the purpose of information presented in diverse media and formats and evaluate the motives behind its presentation.

LAFS.8.SL.3.8: Analyze and evaluate a speaker's argument and specific claims, assessing whether the reasoning is sound and the evidence is relevant and sufficient.

LAFS.8.SL.2.5: Integrate multimedia and visual displays in presentations to clarify information, strengthen claims and evidences, and add interest.

LAFS.8.SL.2.4: Present claims emphasizing points in a focused, coherent manner with relevant evidence, sound valid reasoning, and well-chosen details; use appropriate eye contact, adequate volume and clear pronunciation.

LAFS.8.SL.2.6: Adapt speech to a variety of contexts and tasks, demonstrating command of formal English when indicated or appropriate.