**Shark Tank Project Instructions**



For this assignment, students will create their own business. After they create their business, they will create and market a product their business will sell. They will then research the market and potential demand for their product, and conduct focus group tests. Next, the students calculate costs of production and projected supply, demand, and price of their product. The whole project culminates into a group essay and a final presentation. In the final presentation, students are required to bring in a prototype, advertisements or presentation material that will be used to pitch their product to the Shark Tank and negotiate a deal. This project will be divided into 7 parts:

1. Business/Product Development
2. Market Research
3. Factors of Demand
4. Factors of Production
5. Pricing
6. Group Essay
7. Shark Tank Presentation

Your end goal is to make a considerable profit from your product and execute your *original* deal with a shark.