**7- Presentation Preparation**

**Presentation**

In your groups, create a blueprint or 3D model of your product. Present your product and business model to a group of investors. You will have 2 minutes to present your idea and 3 minutes to negotiate a deal.

1. Pitch your product to the sharks (investors).

- 2 minutes to present your product. MAKE IT JAZZY! You must ask a Shark to invest in your business in exchange for something- equity, exclusive rights, patents, etc. (ex: I’m asking for $20,000 for 5% of my company). Make sure you have an offer that is appealing to the sharks but at the same time going to allow you to keep as much equity as possible.

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2. Know your numbers

- investors are going to want to know what is the cost of production per unit?

- what are you selling it for in retail? In wholesale? What are you profits?

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3. What are your projected sales? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. What retailers are you planning to work with? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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5. Where are you getting your supply? Are you making it in America? Sending it overseas?

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6. How are you getting the word out? What is your marketing strategy?

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7. Do you have a *patent* on your product? (meaning do you own the technology behind your product?)

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