

Shark tank rules

For presenting teams

- Each company will take turns making their pitch to the panel of investors (other students) Your pitch should include:
 - Your company name & who the members are
 - What is your need
 - what is your “story” i.e. why are **you** solving this problem and how did your idea come about
 - What you learned from need finding and market research
 - What is your idea for this solution and why is it valuable
 - Demonstrate your MVP
 - What you learned from testing your MVP viability
 - Anything else you learned
 - Your business plan (likely your Lean Canvas. Do not just read this. If you present this you are likely covering
 - A call for investment/why we should invest in you
- If you are making a PowerPoint (and you do not need to), then do not make it wordy. Your presentation should not be something you’re just reading, but rather a visual aid while you show and tell the investors why your company is needed.
- 3 minutes will be allotted for each presentation max (**hard cap**). Be direct and purposeful with whatever you present, investors view their time as very valuable and value directness.
- After presenting, each group will be expected to answer questions from investors for ~ 2 minutes.
- After each team presents, each team will be given a chance for closing statements. Afterwards, each investor will decide which team(s) to fund (see investor rules below)
- The team receiving the most funding will receive a **SPECIAL** prize!

Rules for Investors

- Every non-competing student is eligible to be an investor
- All investors will be given \$10,000 (not real, don’t get excited) for seed money
- While companies are pitching, think critically why each company might/might not succeed:
 - Have they identified a meaningful need and explained why this need does exist?
 - Does their idea address this need?
 - Is their business plan viable?
 - Does their MVP accurately relay their company’s value?
- Investors will be given the option to ask questions to (to roast?) each company after their present, and again after each companies closing statements.
- After closing statements, investors will be given the chance to discuss amongst themselves and then they must choose who to give their hard-earned cash; each company will have a seed-funding box which you can put some (or none) of their investing money into if you deem them deserving.

- Investors can give all of their money to one team, some to all, or none to any.