[**Brightwheel Shark Tank Pitch**](https://www.youtube.com/watch?v=VG08tL7dv0Y)

**Script**

Hi Sharks,

My name is Dave \_\_\_\_\_. I’m the founder and CEO of Brightwheel. I’m here seeking a $400,000 investment for a 4% equity stake in my company.

Brightwheel is THE mobile app for preschools, daycares, and families and we are completely revolutionizing early education. Now, I believe all of us are parents here. I want to ask, when you come home from a long day and you ask your kids, “What did you learn in school today?” does this sound familiar...?

*Cue in advertisement of preschool children answering the question (Visual Aide 1):*

Child One: “We did everything.”

Child Two: “I’m not going to tell you.”

Child Three: “I don’t know!”

*Cue in Dave:* This is the experience of millions of parents across America every single day, and especially for younger kids. You’ve been apart from your little human being for 6, 8, 10 hours a day, and that is all you get. You know, you want to be a part of their day, you want to add to their learning once you come home, and you can’t, and its gut wrenching.

Now, on the other side, on the school side, it’s no better. In addition to actually educating our kids, teachers are managing a ton of paperwork (let’s face it- they’re actually managing parents) and, on top of that, they’re actually running a business. A system is broken, and Brightwheel is the solution.

So let’s jump in and take a look at how Brightwheel works.

*Cue in Video (Visual Aide 2)* *with a tutorial of how Brightwheel works and what it offers its consumers.*

*While video is playing, Dave tells the Sharks,* “So with Brightwheel, teacher can instantly check kids into a mobile app. They can log activities and assessments during the day, they can send quick updates, and they can even manage their business all in one place. And we are just seeing an amazing amount of photos every single day on Brightwheel, and this is the reason- you take it, you tag it, and you are absolutely done.

And now we are going to look at the teacher’s app. So this is the teacher’s room, and we are going to click on “activities” at the bottom here. And this is all being done on paper today. So we’ve taken it and combined it and made it super fast and super easy.

We’re going to click on “nap” here and now we are going to tag three kids who just went down for a nap.

The key about Brightwheel is that we are saving teachers time. You actually have measurably more time with kids every single day.

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Now we’re going to flip over real quick to the parent experience. So, let’s jump to the mobile app. This is my little girl, Serena, and as you can see, I get a sense of not only what she’s doing, but what she’s learning, and so, when I come home, I can actually have a conversation with her about it. My connection with my little girl is so much deeper because of Brightwheel. And by the way, in the middle of a pretty tough day, it doesn’t hurt to get a photo like this.

Sharks, this is a unique opportunity to build a massive business that has a massive impact on people’s everyday lives, and that’s something that we hear every single day. So I hope you join Serena and our team in bringing Brightwheel to every preschool, every daycare, and every family across the globe.

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**Formative Assessment Questions**

*Directions:*

1. In red, highlight any emotional appeal the writer has used in the script.
2. In green, highlight any logical appeal the writer has used in the script.

*Now, answer the following questions about the Shark Tank script, making sure to refer to the rubric below to see how you will be graded.*

3. Explain at least two ways in which the writer has used emotional appeal effectively to persuade the Sharks to gain interest in the product.

4. Explain at least two ways in which the writer could have improved the logical appeal in their pitch to persuade the Sharks to gain an

interest in the product.

5. How effective do you think the writer will be in persuading the sharks to invest in their product, based on this script? Why?

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**Expo 2020 Project**

**Directions:** *After reading the Shark Tank script, read through the rubric below and then answer the questions that follow. Make sure to write in full sentences and in paragraph format.*

**Reading For Information Rubric**

*RI 7.5: Analyze the structure an author uses to organize a text, including how the major sections contribute to the whole and to the development of the ideas*

*RI 7.6: Determine an author's point of view or purpose in a text and analyze how the author distinguishes his or her position from that of others.*

*RI 7.8: Trace and evaluate the argument and specific claims in a text, assessing whether the reasoning is sound and the evidence is relevant and sufficient to support the claims.*

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| **Mastery of Standard**  **4**  **This student demonstrates a thorough understanding of how to read and analyze an argument.** | **Achieving Standard**  **3**  **This student demonstrates an adequate understanding of how to read and analyze an argument.** | **Approaching Standard**  **2**  **This student demonstrates some understanding of how to read and analyze an argument.** | **Developing**  **1**  **This student demonstrates little understanding of how to read and analyze an argument.** |
| * Student can fully explain the writer’s purpose and point of view, using specific, elaborate details from the script to support. * Student can identify and elaborately explain how the writer has used both emotional and logical appeal to persuade a Shark to invest in their product, using specific, elaborate details from the script to support. * Student can elaborately explain how the script is effective in persuading a Shark to invest and also provide ample meaningful feedback for how the writer could improve the persuasive appeal of the sales pitch. | * Student can explain the writer’s purpose and point of view, using supportive details from the script. * Student can identify and explain how the writer has used both emotional and logical appeal to persuade a Shark to invest in their product, using some quality details from the script to support. * Student can explain how the script is effective in persuading a Shark to invest and also provide adequate feedback for how the writer could improve the persuasive appeals of the sales pitch. | * Student can somewhat explain the writer’s purpose and point of view, using some details from the script, but details may fall short of being supportive. * Student can identify and somewhat explain how the writer has used emotional and/or logical appeal to persuade a Shark to invest in their product, but details may fall short of being supportive and may need some more development. * Student can provide a basic explanation of how the script is effective in persuading a Shark to invest; Student may have given some feedback about how the writer could improve the persuasive appeals of the sales pitch, but it is not adequate or effective feedback. | * Student can minimally explain the writer’s purpose with few details from the script to support; details fall short of being supportive. * Student has difficulty identifying and/or explaining how the writer has used emotional and/or logical appeal in his/her script. Details are lacking and need significant development to be supportive. * Student either cannot provide an explanation of how the script is effective or explanation is incorrect; Student’s either does not provide feedback for improvement or feedback is lacking in effectiveness. |

Score & Comments: