**Shark Tank**

**Script Details**

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***Directions:*** *You (and potentially one partner) will develop a product that falls under one of the Expo 2020 Subthemes of opportunity, mobility, or sustainability. You will then create a sales pitch that follows the guidelines below:*

* You will have n**o less than 1 minute** and **no more than 3 minutes** to deliver your pitch.
* Include in your pitch your name, your product name, and a little bit about yourself.
* Share your business mission and products and services.
* Explain who your target market or customer is.
* What do you need in order to sell your product and make it become a reality? This is the part where you should explain how much money you think you will need in order to make and market the product (do a little research for this).
* Use emotional appeal (pathos) to sell your story to the “Sharks” and get them to invest in your product, spread the word, or provide support.
* Use logical appeal (logos) to sell your story to the “Sharks” and get them to invest in your product, spread the word, or provide support.
* Include ethos (ethical appeal) where applicable in order to sell your story and get the “Sharks” to invest.

**DISCLAIMER!!!!** No funds will be distributed for these projects. Participants will gain skills and learn about selling their idea!

To make sure that you have everything you need in your script, fill out the Preparation sheet. Then, watch one of the Shark Tank Sales pitches and emulate the pitch, using your information!

**Shark Tank Script**

**Preparation Sheet**

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| What is your name and where do you live? Give us a little background information about you.   |
| How will you interest the Sharks from the start? In other words, what relevant, catchy attention grabber can you use to hook your audience (The “Sharks”)? |
| What is your product name? (It may be a good idea to come up with a logo too!) |
| What is your business mission for your product? In other words, what do you hope to accomplish from selling this product? Who will it help?  |
| Explain or describe your product to the Sharks. What is it? How does it work? Who is your primary customer/target market?  |
| What emotional appeal might you use to sell your story to the “Sharks” and get them to invest in your product, spread the word, or provide support?  |
| What loaded words might you use to help persuade the Sharks to invest? |
| What logical appeal might you use to sell your story to the “Sharks” and get them to invest in your product, spread the word, or provide support?  |
| How might you establish ethos (or credibility) in your sales pitch to get the Sharks to trust in you and your product?  |
| What will you say to leave the Sharks thinking that they want to invest in this product at the end of your pitch? |
| What promotional materials/visual aides might you want to use when presenting to add to the persuasive appeal and audience interest of your presentation? |