











Shark Tank Meeting Guide

	PC Materials	Shark Tank_Financial Vitality Curriculum_GR 8
	Visuals	Meeting 1: Shark Tank You Tube Video http://youtu.be/wQWgTv3kSfw 10 ½ minutes
	Activities	Meeting 1: The P4K Cookie Company Business Plan Meeting 2: This meeting is presentations of business plans to the Shark Tank investors.
	Handouts	Meeting 1: The P4K Cookie Company Business Plan (one per mentor group)
	Reference Materials	
	Supplies	Meeting 1: Pens, pencils, markers, paper for designing cookie company logo or graphic. Meeting 2: Video Camera – Videotape each team presenting their cookie company business plan to the Sharks!. These videos can be played back at your meetings as time allows or at parties, etc
	Preparation	Two or three sharks will be invited to attend the meeting. This will be arranged by the Program Coordinator Lead and/or Curriculum & Assessment Team members. Sharks could include board members, P4K executives, mentors, etc.
	Overview	Additional time should be spent with mentees making signs to sell their cookies. Signs should include the name of the cookie company and P4K.
<p>NOTES: Cookies must be purchased in a case of 240 cookies for \$78.45. They will also need money to have money to market their company (signs to put up during next week's cookie sale!)</p> <p>Investors will only be able to give \$100 to one group of students. All students must accept the name of the company and the winning groups design</p>		

Meeting 1

Online Lesson Plans – Shark Tank/Business Plans

Objectives

Students will develop an understanding that:

- Starting a business is one way to earn money.
- *To start a business you need financial “capital.”*
- *There is planning required to complete a business plan to start a business.*

Introduction

Money! Money! Money! Everybody loves to talk about money! So let's do that today!

Raise your hand if you agree:

Everyone needs money to be able to pay for what they need as they grow up.

Ask:

What are ways you can earn money?

Allow for responses; lead students to include idea that you can start your own business to earn money. Ask for examples of people they know who own their own business.

Over the next 3 weeks, we are going to start a business. We want to make sure that everyone knows they can do that AND that a lot of planning goes into starting a business.

Our business? We are going to start a cookie business. YES, we will purchase cookie dough and ovens and sell our cookies for REAL money. Do you think you can do that?



AND, to start our business, we will need to do some planning. Things like:

- What's the name of our cookie company?
- Where will we sell our cookies?
- Who can help us figure this out?
- Where will we get the money to buy cookie dough and ovens?

Let's start with the money? Where will we get the money? Money to start a business is called “financial capital.”

Where will we get this capital?

Today, your mentor will help your group complete a business plan so you can ask “investors” (definition) for this money to start the cookie business.

	<p>Next week you will present your business plan to a group of investors who will decide if your plan is solid enough (Meaning it looks like your business will make money!)</p> <p>Before we jump into developing the plan, let's look at a television clip of someone who was asking investors to help him finance his business. It's from the TV show "Shark Tank." Have you seen it?</p> <p> Show youtube.com clip from Shark Tank: <i>Mr. Tod's Pies</i> (10 ½ minutes)</p> <p>http://youtu.be/wQWgTv3kSfw</p> <p>Let's see if the investors will give the PIE GUY capital for his business.</p> <p>ASK:</p> <ul style="list-style-type: none"> • What did you see? • Why did Mr.Tod, the PIE GUY, need money? He already had a business. • Did anyone give the PIE GUY money to keep his business going? Who? • Why was he turned down by some of the investors? • Why did some investors willing to "invest" in his business? • What did he have to give the investors to get their financial capital?
<p>Lesson/Activity</p>	<p>Mentors:</p> <p>Explain to your group that they will need to create a pitch about cookie business to the investors' panel on Shark Tank next week, in order for them to give the money to start the business. The investors are looking for profitable businesses (business that will make money) that they can invest in your business and in return help you make money for your savings accounts! Your team needs money to get the cookie business going but need to figure out how to convince and educate the investors that your business will make money. If the investors do not believe in your cookie business they can reject your pitch all together.</p> <p> Using only one P4K Business Plan form, work with your students to prepare a plan that they will present to REAL investors at the next meeting.</p> <p>Students will learn to present to investors. Investors may only select one business plan to invest in.</p>

The following week, students will set up a cookie stand at school or at a business to sell their cookies and attempt to make a profit.

Otis Spunkmeyer Cookie Company will provide cookie dough and ovens for the actual sale!

The P4K Cookie Company Business Plan includes:

- Name for the cookie company
- Who will their customers be
- Create a graphic to best demonstrate the cookie company
- How your product would be better or different than cookies from other companies
- How will they package their cookies
- How will they get the cookies to their customers
- What will their product cost for a consumer
- What is the cost to manufacture their product
- How much “profit” will they make on each cookie

They will have to anticipate the questions they will be asked about their products to make sure they are able to answer all questions intelligently.

They will also need to present the following to investors:

- How much “investment capital” they are asking from investors? (Maximum request is \$100.)

NOTE: Cookies must be purchased in a case of 240 cookies for \$78.45. They will also need money to have money to market their company (signs to put up during next week’s cookie sale!)

Have students consider:

- How they will market the cookie company to the sharks?
- How much capital will they need to start the company and sell their cookies?
- If they receive an offer less than \$100.00, will they take it?
- If the investors ask you to change something in your business plan, will they change it? E.g. Investors may say they will invest in your company if you lower or raise the price of the cookies. Are they willing to do that? If the investors say they will invest if the group increases its spending on marketing, are they willing to do that?

Investors will only be able to give \$100 to one group of students. All students must accept the name of the company and the winning groups design

Have students decide who will present the business plan to the

	<p><i>investors. Will one person present the whole plan? Will they each present a part of it?</i></p> <p><i>Be sure they are prepared to introduce themselves to the investors just like the PIE GUY did on Shark Tank!</i></p>
<p>Check for Understanding</p>	<p>Program Coordinator</p> <p>Ask:</p> <ul style="list-style-type: none"> • Is everyone ready to present their business plan to the investor “sharks” next week? • What did you learn about creating a business plan for a business you’d like to start? <p>Allow for responses.</p>
<p>Close</p>	<p>Program Coordinator</p> <p>Next week we will present your business plans to our investors and see if one of our teams will get the investment capital for our cookie business which actually takes place the next week!!!</p> <p>Practice your presentation and be sure that everyone in your group knows how you will present to the investors!</p>

Meeting 2

The Actual Shark Tank

Objectives

Students will:

- Learn to present a simple business plan to investors
- Learn one way that capital can be raised to start a business.

Introduction

Introduce SHARKS to students.

Explain to teams that each team will present their business plan to the sharks. Include the following:

1. Investors may only select one business plan to invest in for their cookie sale next week!
2. Otis Spunkmeyer Cookie Company will provide cookie dough and ovens for the actual sale!
3. Investors may ask questions about their plan to decide if they want to invest in that team's business.
4. Investors may ask you to change something in your business plan to get their investment. You must decide if you will change it.

Examples:

- Investors may say they will invest in your company if you lower or raise the price of the cookies. Are you willing to do that?
 - If the investors say they will invest if the group increases its spending on marketing, are you willing to do that?
5. Maximum request each team may ask for is \$100.00.
 6. Investors will only be able to give \$100 to one group of students. All students must accept the name of the company and the winning groups design
 7. Remember the PIE GUY you saw on Shark Tank last week. You can present your business plan to the SHARKS just like the PIE GUY did!

Choose the order teams will present through a process such as choosing a number between one and 100!

Note: The time for each TEAM is 15 minutes. Each team will have 10 minutes to present their plan. Investors may have an additional 5 minutes to ask questions to help make their

	decisions.
Lesson/Activity	<p>Mentors:</p> <p>Support your students in presenting their business plans. After all teams have presented, the SHARKS may have 5 minutes to make their decision. They must then notify the students which group they have selected to support financially!</p> <p>A video camera should be available (or cell phone with video). Either the mentor or PC should videotape the presentation for later viewing.</p> <p>The large group will agree to set up next week's cookie business according to the business plan of the team that was selected for investment.</p> <p>If there is additional time, students should work on signs for their cookie business which they will need the next week. All signs must include the name of the business and the P4K logo.</p>
Check for Understanding	<p>Program Coordinator</p> <p>ASK:</p> <p>What did you learn about asking investors for money for your business?</p> <p>What would you do differently the next time you asked for money from investors?</p> <p>Why do you think the SHARKS chose to invest in the company they did?</p>
Close	<p>Program Coordinator</p> <p>Quickly review where to meet next week and what the cookie sale will "look like" with students and mentors.</p>

Meeting 3

Suggested Mentor Mentee Activities

	Otis Spunkmeyer Cookie Sale in the <u>lobby</u> of _____ business.
	Otis Spunkmeyer ovens, cookie dough and wrappers will be required. P4K is creating an account with the Otis Spunkmeyer company in Omaha. All cookies and ovens will be order in bulk by the Program Coordinator Lead and/or Training & Assessment Team members. All supplies needed will be provided to PCs the end of the month prior to this sale.
	Jobs that students must do for this sale will be available in this space – for PC preparation for the sale.

