**Dragon’s Den Project Outline**

You are a young entrepreneur with a creative and new product that you believe could make you rich. Your problem is that you need money to launch your business. Luckily the Dragon`s (millionaire business investors) are giving you a once in a lifetime opportunity to pitch your business plan in front of them. Your hopes are that the Dragon`s will give you the money you need to sky rocket your business into a cosmos of profit and wealth. The Dragon`s also benefit by becoming a part owner in your business. If your business proves to be successful, both business partners gain money. If the Dragon`s don`t believe your product will make them money, they will say “I`m Out” and your business dreams will be thrown out of the den.

In groups of 4, you will create an iMovie production to present your own Dragon’s Den ‘episode’—this does not mean that you will copy an episode you have previously watched. Everyone in your group must have an active/equal role in the production. Everyone will also contribute to the dialogue—this means that even as a Dragon, you must split the work load evenly. Be creative with the dialogue, background music, sound effects, costumes, scenery etc. You need a creative, eye-catching business pitch that the Dragon’s will be interested in. Your public speaking skills, presentation skills, confidence, and collaborative teamwork skills will have a major effect on your grade. It is your decision as a group to decide the fate of the pitch.

**Must be included in your presentation:**

* At least 4-6 minutes of edited footage
* Invention/Product Name:
* How much money are you asking for:
* How much of the business will the Dragon`s own:
* How much does it cost to make 1 of your product:
* How much are you selling the product for:
* What are your projected annual sales?(How many will you sell in one year):
* What will the invested money be used for?
* Examples of product:
* Costs to make the product:
* How much product are you going to put on the market?:
* Advertising:
* Who is your target market (who are you targeting to buy this product)
* What is your plan for making profit? Be as specific as possible. Include any critical math calculations that will prove to the Dragon’s that together, you can make profit.

**Your presentation must include the following key terms at least once (Please bold and underline in your script):**

Allocation Capital

Resources Production

Infrastructure

**Criteria for Marks:**

**Group Members:**

**Convincing: 1 2 3 4 5**

**Creativity: 1 3 5 8 10**

**Professionalism: 1 2 3 4 5**

**iMovie Presentation: 1 2 3 4 5**

**Participation/Helpfulness in class-time: 1 2 3 4 5**

**Public speaking during presentation: 1 2 3 4 5**

**Total: \_\_\_\_\_\_\_\_\_\_\_\_\_/ 35 marks**