

SHARK TANK PRESENTATION

UNIT 5—PERSUASIVE COMMUNICATION

Overview

You will create and present a product or service that solves to a practical everyday problem. Your classmates will act as potential investors, using ESL Bucks to invest in the products / services they find most persuasive. The student receives the most total investment wins!

The Challenge

1. Identify a practical problem that you or others experience regularly in daily life. It could be something that:
 - Takes too much time
 - Creates frustration or inconvenience
 - Makes a mess
 - Is frequently forgotten
2. Use your imagination to design a product / service that solves this problem.
3. Create a presentation (5 minutes or less) that persuades investors (your classmates) to invest ESL Bucks in your solution.

Presentation Requirements (5 minutes max)

Your presentation must include:

1. Problem Identification - What problem does your product / service solve?
2. Product / Service Description - What is your product / service? How does it work?
3. Persuasive Argument - Why should investors choose YOUR product / service?
 - ▶ Use credibility and/or charisma
 - ▶ Structure your message using AIDA (Attention, Interest, Desire, Action)
 - ▶ Address potential resistance
 - ▶ Use appropriate persuasion techniques (ethos, logos, pathos, etc.)
4. Investment Request - What are you asking investors to do?

After Your Pitch:

1. Answer investor questions (2-3 minutes)
2. Receive investor feedback

Presentation Schedule

- Presentations will take place on the three class days before FISD spring break:
 - ▶ Thursday, March 5
 - ▶ Tuesday, March 10
 - ▶ Thursday, March 12
- Your presentation day will be randomly assigned. Please let Lori or Ann know in advance if you will not be in class on one of the presentation days.

ESL Bucks Investment System

How It Works:

Each student receives 100 ESL Bucks per presentation day (300 total).

You will act as an investor, deciding which products / services deserve your investment based on how persuasive each pitch is.

Investment Rules:

1. You CANNOT invest in your own product / service
2. Minimum investment: 5 ESL Bucks per product / service
3. Daily investment requirements:
 - ▶ Day 1: Invest 75-100 ESL Bucks before leaving class (you may save 0-25 for later days)
 - ▶ Day 2: Invest 75-100 ESL Bucks before leaving class (you may save 0-25 for Day 3)
 - ▶ Day 3: Invest ALL remaining ESL Bucks
4. Portfolio management: You may adjust your investments at any time before the final lock-in on Day 3
 - ▶ Example: If you invested 50 bucks in Product A on Day 1, you can move some or all of that to SERVICE B on Day 2 or Day 3
5. Take notes! You will need to remember 18 different products / services and pitches to make smart investment decisions

Investment Process Each Day:

Day 1:

- Watch presentations
- Complete investment form: Invest 75-100 ESL Bucks in the products / services from Day 1
- Save 0-25 bucks for Days 2-3

Day 2:

- 5-minute review of Day 1 product / service descriptions to refresh your memory
- Watch presentations
- Update investment form: Adjust Day 1 investments + invest 75-100 of your Day 2 bucks
- Save 0-25 bucks for Day 3

Day 3:

- 5-minute review of Day 1 and 2 product / service descriptions to refresh your memory
- Watch final presentations
- Final investment decisions: Invest ALL remaining ESL Bucks (including making any final adjustments to previous days)
- Investment forms collected and results calculated

Award Ceremony

- After all presentations are complete, investments will be tallied.
- The student whose product / service received the most total ESL Bucks wins the Shark Tank competition!

Presentation Check List

- Credibility/Charisma - Am I competent and do I make the audience feel valued?
- Message Structure - AIDA - Attention, build Interest, create Desire, and request Action?
- Figurative Language - Do I use figurative language to make my presentation come alive?
- Transition Words - Do I use transition words to show order: First, Then, Next, etc.?
- Audience Awareness - Do I understand my investors and address their concerns?

Recommended Preparation Timeline

- Week 1
 - Pre-work: Identify 5 practical problems from your daily life
 - In-class: Practice recognizing persuasion techniques; narrow to 3 best problems
- Week 2
 - Pre-work: Practice structuring messages using AIDA
 - In-class: Practice credibility/charisma; practice handling objections
 - Outside class: Begin developing your product / service idea
- Week 3
 - Pre-work: Study resistance and emotional connection
 - In-class: Practice body language and timing
 - Outside class: Refine your pitch structure and practice delivery
- Week 4
 - Pre-work: Finalize your pitch; prepare notes
 - In-class: Final preparation and synthesis
 - Outside class: Practice, practice, practice!

Tips for Success

- Choose a relatable problem - If your classmates experience this problem too, they'll be more interested
- Make it memorable - You want investors to remember YOUR product / service when making decisions
- Practice your delivery - Time yourself to stay under 5 minutes
- Prepare for questions - Think about what investors might ask
- Be authentic - Genuine passion is persuasive!
- Take detailed notes during others' presentations - You'll need them for investment decisions

Keep Your Idea Secret!

Do not reveal your actual Shark Tank product / service idea to classmates before presentation day. We will practice persuasion skills using example products and services in class, but your final product / service should be a surprise to maintain excitement and engagement.

Good luck, entrepreneurs!