



# Shark Tank

鲨鱼坦克

The critically acclaimed show *Shark Tank* is looking to the East, as the Sharks focus their search to invest in the best businesses and products that America has to offer . . . *in China*.

The Sharks—tough, self-made, multi-millionaire tycoons and noted Chinese historical and cultural experts—will once again give budding entrepreneurs the chance to make their dreams come true and potentially secure business deals that could make them millionaires.

The Sharks from this week’s episode have established the following Essential Question:

*Given Chinese history and culture, as well as its current economic, political and social situation, what type of business venture will succeed in China?*

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## Rules and Regulations

Participation in Shark Tank is a two-part process:

Part I: Written Application (see attached)

Due at beginning of class on \_\_\_\_\_.

Part II: Appearance

You will appear before the sharks on \_\_\_\_\_.

You will “pitch” your idea in 3 to 8 minutes.

### Tip from the Tank

*The most important first step a new entrepreneur should take is to educate him or herself in the product and the industry he or she is attempting to enter.* —Daymond John, Shark

**Grade level & Subject area/course:** HS Social Studies

**Task source:** NH Task Bank

**Original Author:** Kathy Maddock

**Reviewed and Revised by:** NH PA Network Review Team (CCE, NCIEA, NHDOE, NH educators)

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# Part I: Shark Tank Application

In preparation for your appearance on Shark Tank please prepare a typewritten analysis of at least one page and no more than two pages that describes, in detail, your good or service.

Your application must show, using *specific, cited research*, why your good or service will be successful.

Questions to consider in your analysis:

- What evidence is there of a need or desire for this good or service?
- What about Chinese current economic, political, cultural, and social situation will allow for the success of your good or service?
- Where will you market this good or service: the countryside, the cities, both?
- To whom will you market this good or service: young, old, educated, uneducated, middle class, low-income?

When addressing the above questions you must use *specific, cited evidence* to support your answers.

Your written application must include a complete Works Consulted.

Checkpoints:

Source Check (3 sources) due on [day 3]

Rough Draft due on [day 5]

## Tip from the Tank

*If your business idea clearly answers a need in the marketplace, it's probably a good idea. If the need is already being met by well-entrenched competitors, it can still be a good idea if it's a new, cheaper or more clever way of doing it.*

—Daymond John, Shark

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## Part II: Shark Tank Appearance

Each group of one to four members will appear before the sharks and deliver a three- to eight-minute well-organized and rehearsed marketing presentation.

You will describe your good or service, and explain why the sharks should invest in it. You must show that you understand both Chinese history and culture as well as its current situation, and have incorporated this information into the development of your good or service. You should explain, specifically, why the Chinese populace or government would be interested in buying this.

Your presentation must be supported with professional quality visuals. You may prepare a Prezi presentation on the iPads, or an PowerPoint presentation that you have uploaded to It's Learning or to the Google Drive.

You must be appropriately dressed (business casual).

You must maintain a professional demeanor throughout the presentation.

Sharks will make a decision on which product will be funded, choosing one winner for the morning sessions and one for the afternoon sessions.

Checkpoint:

Visuals due on [end of period day 5]

### Tip from the Tank

*If the entrepreneur can't answer the Sharks' basic questions about their own company then it's always a deal breaker even when the business may be the greatest idea. The entrepreneur is more important than the idea, and if they can't sell their business idea – no matter how good it is, it is destined to fail.*

– Barbara Corcoran, Shark

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