

2018 YOUTH ENERGY CONFERENCE AND AWARDS

Senior Challenge - Energy Shark Tank

Your company has invented a new energy technology. As a member of the business development team, you have been asked to pitch this new product to a group of wealthy investors. Using the information provided about your new product/technology, prepare a 2-3 minute pitch to our investors. Consider the following questions when preparing your pitch. Be prepared to answer questions from the sharks, and think about how you value your product. What amount of money you would like to ask of your investors, and what amount of your business you are willing to give to an investor?

QUESTIONS TO ANSWER

1. Who is the audience for this product?
2. Are there geographical limitations to where your product can be used?
3. What is the estimated cost of this product?
4. What is your business valuation? (Use the Business Valuation Worksheet)



5. How does your product work?

6. Create a promotional campaign for your product.
 - Make a logo and a slogan for your pitch. Use the art materials provided to create a logo.

 - Think about where your ads would have the most impact considering your audience. Social media, print ads, tv ads, word or mouth, etc.

7. What are some of the technical challenges your product faces?

8. What are some of the adoption challenges your product faces?

9. Are there competing technologies on the market?

10. Develop a pilot project plan.
 - Where or with what group do you plan to launch your pilot project?

 - What is the goal of the pilot project? (Perfect technology? Bring attention to the product? Make your product interesting to consumers?)

 - How long will you run your pilot project?



Work on your Shark Tank Pitch!

You can include video into your pitch, but you cannot film your pitch and show that as your presentation. Be prepared to share the above information and ask the sharks for a specific amount of investment. Sharks may ask you questions about your product and plan.