Part B

1. Come up with a unique invention (not in existence) that would be useful for other people. You must create a prototype of the product which is a sample of what your product is so that you can show the Dragons (teacher/admin judges) and explain how it works.
2. **Create a name for the product. Explain your product name choice.**
3. **Create a name for your company. Explain your company name choice.**
4. **Create a logo for your company by hand or computer (there are many free logo creator sites – you need to explore the internet). Explain your design.**
5. **Create a one page print ad. This ad will have your logo, your company name, the product visual/picture as well as a major selling point of the item all on the ad.**
6. Create a two to four minute sales pitch. You will be presenting this sales pitch to the Dragons. You can use technology if you so decide. You can use props or other items in your sales pitch. You should dress as a team however you choose.
7. On the day of the presentations, pitch your product to the Dragons and answer the Dragons questions to the best of your abilities as a team. Team spirit is very important here as well as being a cohesive unit.
8. Afterwards, reflect on how your sales pitch went. What would you have done differently and why? Email me this evaluation after the presentations.

**Parts 2, 3, 4, and 5 should be emailed to me Friday February 19th by end of class.**

**Part 8 after the Dragon’s Den presentations on Monday February 22nd.**

Here are some things to read over to help you come up with your final product and to answer the judges questions.

What do you need to make it happen?

Money, supplies and materials, equipment, production etc.

Look up how much it would cost to make one item (prototype) and then decide on how many you want to make in a year to calculate how much money you want to ask the Dragons for. How much do you want to sell your products for?

List the steps and related tasks to successfully complete the project.

How much of your company are you willing to give up to the Dragons in order if you like their deal?

Etc. etc.

EVALUATION:

1. 4marks
2. 2marks
3. 2marks
4. 2marks
5. 5marks
6. 3marks
7. 10marks
8. 2marks TOTAL 30 marks