

The background is a blue-tinted collage of a city skyline, featuring several skyscrapers. Superimposed on this are numerous black silhouettes of sharks in various swimming and flying poses, scattered across the entire frame. The text 'Mini-Raiders' is positioned on the left side, and 'SHARK TANK' is on the right side.

Mini-Raiders

**SHARK
TANK**

Please make sure you have filled out the Interest Survey.

You can find the survey by going to the Auten Road website. Clicking on the "News" tab, then "What's New".

Check your email to see if you received the Presentation. If not, please fill out the form.

Mark Your Calendars! You're Invited!

A special event called "Uncovering the Fields of STEAM!" is taking place on Tuesday, March 19th at 8:00am in the ARIS Media Center. This event was created specifically for you!

The presentation event will include a guest speaker who is an executive from Abbott Laboratories. The focus will be on STEM careers, computer science, electrical engineering and the future of these fields.

This presentation may help jumpstart some Shark Tank ideas!

What is Shark Tank?

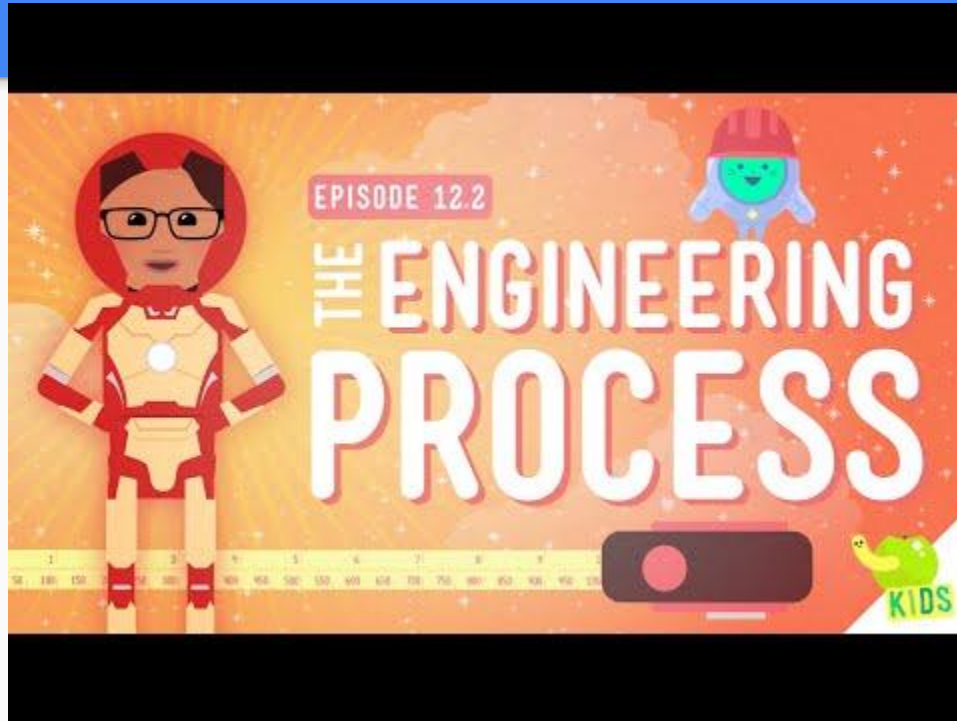
[Introduction Video](#)



What is Engineering?



Engineering Process



Innovation vs. Invention

Invention



Innovation



Invention: A unique creation of a product, process, or service.

Innovation: Occurs when someone improves upon or makes a significant improvement to a product, process, or service.

Either one would be okay for the Shark Tank. If you are planning on presenting an innovation, you must make sure that the product, process, or service is **significantly** different than the existing product, process, or service. Here is a [Prezi](#) about inventions vs. innovations.

Step 1: Brainstorming

All successful inventors and innovators go through the brainstorming process before they begin to build a model of their invention/ innovation.

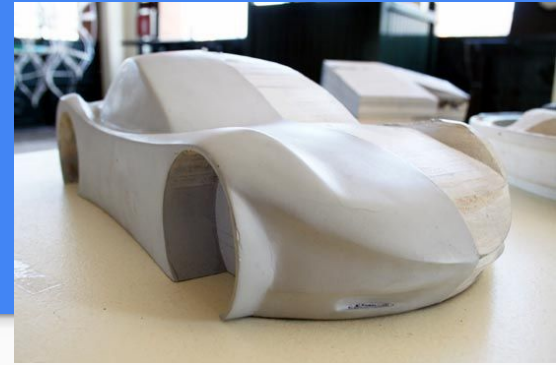
Ask yourself, "What is a real-world problem that I want to try to solve?"

[Solving a Problem Video](#)

Solving a Real World Problem Related to: Helping Others

The problem that your product, process, or service solves **must** have to do with helping others. You can think about helping children or people in your school, people in your community or state, or helping people in our country or in other places around the world.

Step 2: Model or Prototype



Model: Not necessarily functional and does not need to be to scale. Used to display or provide a visual of the product. May consist of only the outside of the product. (Can be a sketch or computer-aided drawing.)

Prototype: An actual version of the intended product. It is functional, but not fault- proof. Should have all working parts including any internal mechanisms. Used for performance evaluation and further improvement of the product. [Shark Tank Prototype Video](#)

Step 2: Model or Prototype

Some questions to think about when creating your model and/or prototype:

- Is the invention practical?
- How can I best show an audience our invention?
- How can I show that this invention will work?
- Can I create a 3D model of the invention? Or does it need to be a 2D sketch model?
- If I am sketching my invention, do I need to sketch it from multiple angles? (front and back?)
- Do I need to sketch it in different sections? (inside and outside?)
- Does my invention have moving parts?
- Can I create a prototype of the invention?
- What materials do I need to create the prototype?



Step 3: Marketing Your Invention/ Innovation



You will need to **market**, or try to sell, your product, process, or service.

******You should use a tri- fold poster to include all of your marketing information to the audience. You can also create a Google Presentation, but you must consider the following:

- Your Chromebook can die during the Shark Tank Event, in which case you would not be able to visually market your product.
- You will have to click through slides in order for the audience to see all of the information you want to present. (The audience will be walking through in a gallery format.)

Step 3: Marketing Your Invention/ Innovation



This is what a tri-fold poster board looks like. Too much writing may be difficult for the audience to see quickly!

Step 3: Marketing Your Invention/Innovation

Your marketing poster board should include the following:

Invention Name- Make sure it is large enough to see!

Catch Phrase or Slogan- Be sure your catch- phrase is clever, interesting, and will get people to remember your product! ("Don't be a dum-dum, have a Zollipop!")

Brainstorming Process- Tell about the brainstorming process and how you decided to invent your product. What problem are you trying to solve?

Originality- Show that your invention is an original design. If you based your design off of something that already exists, that is okay, but explain how it is different. Perhaps show a "before and after".

Invention's Purpose- How does your invention work? Why is it necessary for people to have this? How does this help the world?

Visual- This can be a sketch, model, or computer-aided drawing. You can even display your brainstorm sketches in the beginning stages of creating your product!

Economics- How much will this product be sold in stores for? Why do you need money from an investor? What price are you willing to sell your invention/ company for? How are you valuing your company?

Step 4: Pitching Your Invention/ Innovation

Pitch- A short, verbal showcase of your product, process, or service. You highlight all of the most important aspects you want your audience to know.

[Shark Tank Pitch Video](#)



Step 4: Pitching Your Invention/ Innovation

What your pitch should include:

1. Hook the audience: Start with your title and a "hook" to draw the audience in. *Hint: your hook can be a question, statement, or story* for example ("Imagine 4 feet of snow in your driveway. What if your boots can transform into shovels, and you can plow through the snow much quicker while your walking?")
2. What problem does your invention/ innovation address?
3. How did you come up with the idea? (You should describe the problem in a persuasive way; make the judges feel like it is a problem that HAS to be solved!!)
4. Explain how your invention works: Make it interesting! Teach the audience something new!

Some Tips for a GREAT Pitch

Shark Tank: Perfect Pitch Advice by Lori Grenier

1. Be enthusiastic- show others that you care about your invention!
2. Connect with the audience by telling a personal story- when you connect with the audience on a personal level, you show that you care. Therefore, this makes the people investing in your product feel good about supporting you.
3. Teach something new- Everyone has something to learn. Teaching an investor something new will keep them interested.
4. Sell the benefits of the product- Don't just show the features, but the benefits behind the features. Identify a problem and show the solution before the audience does.
5. Keep it concise- a good pitch usually does not last longer than one minute at most!

Criteria

The audience and sharks will be looking for these criteria when evaluating your invention/ innovation that solves a problem related to the theme.

Creativity	Impact	Feasibility	Marketing Display	Model/ Prototype	Pitch
Does this product solve a real-world problem related to <u>helping others</u> ? Is it unique? Is there anything else like this in the world already?	Does your invention or innovation make an impact on the world in some way? Does it benefit society?	Is this product possible to create? Will it actually work and solve this problem? Would the cost of the product outweigh the ability to produce it? Would this product work?	Have you clearly and neatly showcased all of the positive attributes of this product? Are you an expert of your own invention/ innovation?	Does your model or prototype explain how your invention or innovation would work? Does your model or prototype show the product clearly?	Have you grabbed the attention of your audience? Are you enthusiastic about this product? Would people want to partner with you to produce this product?

Other Considerations



- You can work with others if you choose. The limit is a group of three.
- Mini-Raider Shark Tank Event- May 7th from 6:30- 8:00pm you will need to present your product to an audience (gallery- walk style) that night. Invite your family and friends to attend!
- You should have all three components- invention that deals with helping others (model and/or prototype), display, and pitch!
- The sharks will determine who will move on to the Shark Tank.
- The top participants will go on to the Shark Tank.
- Here is a [link](#) to the ARIS website for additional information.
- If you have any questions, email Mrs. Januik at njanuik@https.us