

Names:
English 2

Shark Tank--Sales Pitch Project

Goals and Steps:

1. Collaborate with 1-2 partners.
2. Design a creative product or business to help solve realistic problems. Set a price.
3. Use appeals to ethos, pathos, and logos to persuade us to support your product.
4. Use at least 2 advertising techniques to promote your product.
5. Create a visual representation of your product. This could be a video, presentation slides, poster, or prototype of your product.
6. Practice your sales pitch--each students must participate!
7. Deliver a creative and engaging sales pitch that is 3-5 minutes long. Perhaps include a product demonstration.
8. Be prepared to answer questions about your product/business.
9. Provide feedback to your peers' presentations, using a scale of "strongly disagree to strongly agree."

Rubric:

Group works together well and uses class time wisely	/5
Product or business idea is both practical and creative	/5
Sales Pitch is highly effective, persuasive, and creative	/10
Visual Component greatly enhances the sales pitch	/10
Verbal and visual components appeal to ethos, pathos, and logos	/6
Verbal and visual components utilize at least 2 advertising techniques	/4
Group displays a high level of knowledge and preparedness	/5

Total /45