



Stage Seven: Dragon's Den

Duration: 1 Week (16th January – 22nd January)

Getting the teams to a position where they have done all of the work needed to go to the 'Dragons' to make their pitch has taken many weeks of work. These preparation stages are vital and are the weeks where the teaching of the business skills takes place.

The concept of 'The Dragons' is based on the UK TV show 'Dragons Den'. Different countries have different versions called different things however the concept is that budding entrepreneurs ask for investment funds to take their ideas and turn them in to a reality. There should be at least 3 'Dragons' on the panel. These should be adults within your school such as the head teacher or class teachers.

The teams will need to be given the date and time of their 'Dragon's Den' pitch which they will need to work towards. In their pitch for the investment funding of their business. This will be each teams chance to impress and make sure their business is put forward to the next stage.

The students will need to create a PowerPoint presentation to make their pitch, this can include bullet points, graphs, photos and videos that they have taken and made. These presentations should be saved as they will form part of the team's final submission and will be sent with the final report for judging.

The children should:

- Present their business idea and show their prototypes
- Discuss the outcomes of the market research
- Present the company logo and slogan
- Explain your unique selling point
- Describe your marketing strategy
- Present your budget ie your estimated costs and how you will make a profit

The 3 'Dragons' will listen to the pitches and the presentations from the children. They may then ask questions to the companies about their business plan, before awarding them with the start-up funding required. It is important to note that the children will not receive the actual money, but an investment agreement. The children will need to keep the accounts for their business and the \$ investment and all materials and equipment will be ordered by the school.

If you have any questions about any of these steps please do not hesitate to contact Chloe, the project coordinator, cfarrant@gec.education

Stage 7	Dragons den	1 Prepare presentation 2 Present in order to acquire funds	Group presentation to 'Dragon's Den	Agree main points for presentation Information Sheet 7
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- Schools will need to organise a date and time for each team to pitch for their start-up funding of \$50 or any other amount agreed by the school.
- School need to organise a panel of 3 or more staff members (the 'Dragons') to watch the childrens pitches and question their business ideas.
- The children will use the information in their Stage 6 report to prepare a Powerpoint Presentation to support their company pitch.
- The teams should pitch in front of the panel of staff, answer questions and receive the agreement of their \$ investment.
- The children save their work and share with other team members.