

“Shark Tank” Business Proposal Project

Kathleen Ditewig-Morris
University of Illinois Urbana-Champaign, USA

Topic proposal	Decide on what you'll be pitching and the company or organization you're pitching it to.
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Grading

As you can see, some of the points are team grades; others are individual grades. You will not be able to tag along on someone else's coattails. Make sure you plan and practice as a team. Add face-to-face practices to your project plan!

You must document your own and team members' contributions on the Evaluation form. I will take input from your peers into consideration. If anyone in the team is not carrying a fair share of the work, your project manager must let me know as soon as possible but only after you, yourselves, have exhausted all means to resolve the conflict and held them accountable to the team contract and charter.

NOTES:

- Are your written materials professionally written, error-free, demonstrating your best work as a team? Do they adhere to the principles of business writing?
- Is your idea innovative, creative, and appropriate for the situation and audience?
- If there is consistently documented evidence that there were issues with your performance as a team member, I reserve the right to reduce your individual grade by at least a half-step. For example, if you earn a B on the assignment but your team consistently reports that you did not do your share, etc., I will reduce your grade to a B- or lower.

Similarly, if your project manager is not effective for any reason, I expect team members to let me know that as well. Project managers will be graded identically and will only receive Extra Credit if they earn it.

<p>Team charter / contract</p> <p>(15 points)</p>	<p>A team charter (or contract) serves three purposes: (1) as a communication tool for your boss or other stakeholders, (2) as a way to establish goals, roles and responsibilities, and a work plan (3) and as a tool for holding each other accountable. This will be about a 1-2 page document that outlines the norms and policies for your group.</p>
<p>Audience analysis and rhetorical strategy</p> <p>(50 points)</p>	<p>Using a template provided and adhering to the principles of business writing, you must explain to me who your audience is and how/why you will structure your pitch to them accordingly using the rhetorical strategies we discuss in class.</p>
<p>Executive summary of proposal</p> <p>(50 points)</p>	<p>In the form of a longer, single-spaced business memo, present your idea to your audience. This single-spaced document should be about 3-4 pages. Include a reference list of 5-8 credible sources upon which you relied to craft your proposal (APA format).</p>
<p>Team Presentation</p> <p>(60 points: 30 team, 30 individual)</p>	<p>You will pitch your idea to the SHARKS (your classmates) in a presentation, using PowerPoint, Prezi, a specially-created website, video, or other presentation means of your choice. Depending on team size, total length of presentations will be between 16-20 minutes: each team member should plan to speak a total of about 4 minutes throughout the presentation. There will be 5-10 minutes at the end of class for Q&A. Anticipate questions from the audience and prepare responses.</p>
<p>Team evaluation</p> <p>(15 points)</p>	<p>Each member of the team must submit a completed evaluation on your team members and yourself.</p>
<p>Discretionary points</p> <p>(10)</p>	<p>This is an individual grade to assess your individual contribution, effort, and quality of work on this project.</p>

Grading Rubric