

## Dragons' Den Simulation

This assignment consists of two parts: a two-minute presentation as an entrepreneur (15%) and performance as a Dragon (5%).

### **Dragons' Den Simulation**

Dragons' Den simulation assignment is based on a well-known *Dragons' Den* TV Show. In this show, entrepreneurs convince Dragons that their business is worth investment, and if they are able to successfully convince any of the Dragons, they obtain the investment they are seeking.

### **What are you required to do as "Entrepreneur"? (15%)**

Give a 2-minute presentation to "Dragons" (pitch your business to "Dragons") **on the assigned day**. In your presentation:

1. Specify the amount you are seeking as an investment and the business percentage you are offering in exchange.
2. Describe your business.
3. Specify the advantages of your product/service and explain how your product/service can satisfy customers' needs.
4. Explain how you are going to promote and sell your product/service.
5. Talk about potential growth and your business goals.

### **To prepare for the presentation as an entrepreneur, take the following steps:**

1. Research the market and choose an innovative product/service that appeals to you.
2. Define your purpose and create your audience profile.
3. Deeply explore the topic.
4. Identify the advantages/disadvantages of the product/service you are offering.
5. Define the main points of your presentation and limit your scope. (Remember that you have only 2 minutes to talk!)
6. Select methods of developing rapport with your audience: an effective "hook"; direct questions, proper body language, emotional adjectives and adverbs, interesting and appropriate for your audience content, etc.
7. Organize your presentation and create your outline. You are NOT required to submit your outline, but you are strongly recommended to create an outline to ensure logical connections among all the parts of your talk. **Use transitions** to help your audience follow your speech.

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8. **Practice, practice, and practice in front of the mirror or a camera!** Ask your friends or family members to watch your presentation and give you feedback. It will help you to gain self-confidence before you speak to a large audience.

### **Important details:**

- The presentation should be between 1.5 min and 2 minutes. If your presentation is shorter than 1.5 min or longer than 2 minutes, points will be deducted.
- You are required to use **only one** PowerPoint slide (a picture only; **no words on the slide**) to show your product to the audience.

### **What are you required to do as “Dragon”? (5%)**

1. Come to class on the assigned day, ready to participate in the simulation.
2. Listen actively and politely to the presenters' pitches.
3. With other Dragons from your small group, ask the “entrepreneurs” relevant questions to evaluate their business and make a sound decision on the investment in their business.
4. At the end of the given time period (usually 2 min. for all the Dragons from your small group), either make an offer to invest (you can negotiate a better business percentage) or declare that you are “out” (give the reasons for your decision).