

# HPM Shark Tank Project

You and your partner must develop an idea for an invention or an innovation that solves a real problem or makes life easier in some way.

Remember that an **invention** is something that no one else has ever thought of before and must be totally unique. (Example: When Alexander Graham Bell invented the first telephone, nothing like it existed.) An **innovation** is improving on others' ideas. (Example: Using a modified hair straightener to iron a shirt collar--Mrs. Dean's ingenious innovation, The Collar Creaser.)

You may not steal anyone else's ideas from YouTube. If your idea exists on the internet, it is not your original idea.

## Project Components

- 1. Prototype:** This should be a model of what your product would look like. It should be realistic but doesn't have to work. Working prototypes will be given special consideration. Most finalists last year had working prototypes (9 out of 10).
- 2. Presentation:** You must create a commercial for your project and email it to me (adean@ccboe.org). Animoto is recommended and every student has a free account. Your commercial should include photos or video of your product and explain why we should buy it. Use the examples from last year to guide you if you're struggling.
- 3. Persuasive Speech:** A written speech must be turned in, but you may not read your speech during your presentation. You should make notes on index cards to use during your presentation that include the following:
  - The name of your invention/innovation
  - Explanation of the problem it solves
  - How it works
  - Why we should buy it
- 4. Business Plan:** We will work on this together in the library. When you create your prototype, make a note of how much your product costs to create. Bring a calculator if you have one to compute profit margin and tax.
- 5. Partnership:** You will receive points for being an active participant in this project. Both partners should give 100% effort to this project.