

ENGL 105 – Unit 2

Presenting in Business: *Shark Tank* Pitch

Communities	Genres	Author Roles	Purposes	Audiences
-Marketing/advertising -Market research & analysis -Customer service or retail; sales -Venture capital	Business pitch as an oral presentation (in the style of <i>Shark Tank</i>); also need familiarity with case studies and market analyses	A young entrepreneur in need of start-up funding for a new business	To convince your audience to invest in your product or service so you can start your business	Potential investors for your chosen product or service (“the Sharks”)
Values/Expectations				
-Accurate reporting, analysis, and citations combined with original insights -Clear, accessible, and precise language -Engaging and concise oral presentation delivery and engaging visual aids				

Overview

In this unit, you will choose an industry about which you would like to learn more. More specifically, you will then choose a product or service in that industry as the starting focus for your work. You will conduct secondary research on this product or service, compose a case study, conduct market analysis research, and present both individual and group business pitches to the class.

The following is a summation of your rhetorical context for this unit: You have an idea for a product or service that needs start-up funding. You have the opportunity to pitch your idea to a team of investors so you can start your business.

By the end of this unit you will be a member on one of four teams that will pitch a product or service to potential investors (“the Sharks”) in the style of the tv show *Shark Tank*. Here are the steps you’ll take to get there:

1. Compose a case study on a specific product or service
2. Compose a market analysis of the industry into which your proposed product or service fits
3. Pitch your idea on a product or service to the class
4. Vote on the top 4-6 products or services from your classmates
5. Form interest-based teams around the top four products or services
6. Develop and deliver a business pitch as a group, followed by a Q&A session

This unit allows us to begin exploring outside research, specifically secondary research. We will also consider such genres as case studies and market analyses. Additionally, we will consider strategies for oral communication and formal presentations on both an individual and group level. This will also involve discussions of multimedia and multimodal communication and composition such as when designing and presenting with slides or other media in order to be engaging and convincing.

Feeder 2.1 is a case study on a specific product or service in which you will examine the marketing around that product or service and analyze its success or failings. This will involve secondary research on an industry of your choice and then on a specific product or service within that industry. Feeder 2.1 is worth 5% of your final course grade.

- Thurs. Feb. 12: Brainstorm UP2 topics (industry and a specific product or service in that industry) in class (Canvas discussion post)
- Tues. Feb. 17: Feeder 2.1 rough draft due for class (Canvas discussion post)
- Thurs. Feb. 19: Feeder 2.1 final draft due for a grade prior to class (Canvas>Assignments)

Feeder 2.2 is a market analysis and accompanying pitch to the class. After thinking about a product or service in your industry of interest, your market analysis will change the perspective and ask you to think more about the industry that your product or service will enter. You'll be using secondary research to survey the field and test the viability of your product or service by answering the research question that you drafted as part of your Feeder 2.1 case study. You will submit this market analysis and will also use it to compose and deliver a miniature pitch to the class for your particular product or service. Feeder 2.2 is worth 5% of your final course grade.

- Thurs. Feb. 26: Feeder 2.2 rough draft due for class (Canvas discussion post)
- Tues. March 3:
 - Feeder 2.2 final draft due for a grade prior to class (Canvas>Assignments)
 - Deliver your Feeder 2.2 pitch to the class

Unit Project 2 is group pitch for your proposed product or service to potential investors, the so-called “Sharks.” After watching everyone's Feeder 2.2 pitches, you will vote on the “best” pitches. Using these votes, you will form groups around the top four ideas, with the “owner” of the winning product or service serving as the team leader. You will work together as a group to craft a formal business pitch to potential investors to convince them to invest in your idea, considering the validity of your idea and the validity of the market. After your pitch, you will respond to questions from the panel in a brief question-and-answer (Q&A) session. Your grade will be based partially on your group's grade and partially on your individual contribution to your group's work. Unit Project 1 is worth 15% of your final course grade.

- Tues. March 3: Choose UP2 groups in class after everyone's Feeder 2.2 pitches
- Thurs. March 5: Groups work on UP2 together during class
- Tues. March 10: In-class discussion of document design and presenting with slides/media
- Thurs. March 12:
 - All scripts and slides due prior to class for a grade (Canvas>Assignments)
 - Groups deliver their UP2 pitches to the class and respond to Q&A sessions
- Fri. March 13: UP2 reflections on group work due by 5:00pm (Canvas>Assignments)

More detailed instructions for each feeder and your unit project, including grading rubrics, etc., will be shared with you via Canvas>Files>Unit 2 and will be discussed in class. Always remember to refer to the specific instructions and guidelines listed in this document and other accompanying assignment instructions, including grading rubrics, as well as any additional resources, samples, or models we discuss in class.

Citation Info: Note that for all of our work in Unit 2, we will be using American Psychological Association (APA) 7th edition citation format, one of the most commonly used citation formats for presenting to the public. Your primary source of information on APA citation format should be the UNC Libraries. See the following pages:

- UNC Libraries: [“Why We Cite”](#)
- UNC Libraries, APA 7th ed.:
 - [“Sample References Page”](#)
 - [“In-Text Citations”](#)
 - [“Print Sources”](#)
 - [“Online Sources”](#)

See also:

- UNC Writing Center: [“Why We Cite” video](#)
- UNC Writing Center: [“How We Cite” video](#)

Feeder 2.1: Case Study

First, make sure you've read through the Unit 2 Assignment Prompt which gives you a clear overview of the entire project for this unit.

Feeder 2.1 is a case study on an existing product or service, which will prepare you to create your own pitch in Feeder 2.2.

To begin, watch an episode of *Shark Tank*. [You can watch for free here](#). After you watch an episode, reflect on why certain products were better received by the Sharks and what commonalities successful products have in their pitches.

Then, brainstorm what kind of product or service you'd like to pitch. If you have an existing business, you can use that business for this project. Products or services should be actionable, so you could actually create them with a reasonable budget. Once you have an idea in mind, find an existing product or service that is similar to the one you want to create that you could use for your case study in marketing. Composing such a case study will give you an idea of what a successful business looks like or tells you where and what pitfalls to expect. For example, if you wanted to create a product that uses your body's biometrics, you would look at Oura Ring or Apple Watch.

A case study in marketing is looking closely at something, be it a company or a trend in business, to establish a profile applicable to other things you hope to analyze. To begin, I want you to simply identify a product or service you think you might want to look closely at as a starting point for your own pitch idea. **In class on Thurs. Feb. 12**, you will be asked to discuss your idea with your group members (the existing product or service and the larger industry in which that product or service falls) and to post your idea, pertinent or useful links, and a brief explanation of how you became interested in that product or service as a potential case study.

Having trouble coming up with an idea? There are two ways to begin your approach to our work in Unit 2:

- Consider a specific industry of which you want to learn more. That will be the focal point for your work in this unit. Then, choose a specific product or service within that industry, which will be the starting point for your work in this feeder. *OR...*
- You might already know a specific product or service that you want to research or explore further. How would you categorize that product or service? (Into what larger industry does that product or service fall?) Your specific product or service will serve as the starting point for your work in this unit, but the larger industry will ultimately be your chosen topic or focal point for your work throughout this unit.
- **Either way, to begin your work in this unit, you need to choose an industry and then a specific existing product or service within that industry, which will inform your own pitch in Feeder 2.2.**

Once you've chosen both, **you will compose a case study on the specific product or service of your choice**. The *Tar Heel Writing Guide* (THWG) defines a case study as follows:

A case study examines a single subject (i.e., person, place, event, phenomenon, etc.) in order to extrapolate key themes and results that may help predict future trends, illuminate previously hidden issues, or clarify an important research problem. (*THWG*, p. 188)

A business case study summarizes an event, occurrence, difficulty, or success of a company to consider how that event, occurrence, difficulty, or success has affected (or will affect) society in a business context. The case study gives you a single point of access from which you can consider a complex business topic.

For this assignment you're being asked to do a marketing case study on a product or service and analyze their success or failure. This assignment is designed to help you focus on your own product or service idea before pitching it to the class for voting (in Feeder 2.2).

A successful case study will:

- Identify a product or service (and the larger industry into which that product or service fits)
 - a. Please also include a link to this company, product, or service.
- Establish a company narrative for the product or service: a little about the company that offers the product or service, including their founding and business ethos
- Describe the history of production or provision: when the product or service was launched as well as its success and growth
- Analyze and discuss advertising and marketing: closely looking at an advertisement and extrapolating about the marketing for the product or service. (What medium does the company use? Why? Who are they targeting? Why? How?)
 - a. Include relevant images or screenshots in your case study. Include working links to any media referenced.
- Define a research question that originates from the case study (to be used in Feeder 2.2): How would you pursue further study? This comes out of your case study and should be accompanied by a rationale (the reasoning behind your research question).
 - a. Regarding research questions, see "Research Questions Handout" on Canvas at Files>Helpful Handouts and Resources.

Model case studies:

- [A case study on a product](#)
- [A case study on a service](#)
- [Another example of a case study](#) (probably the best of these three models)

Here's the timeline for Feeder 2.1:

- Thurs. Feb. 12: Brainstorm UP2 topics (industry and a specific product or service in that industry) in class (Canvas discussion post)
- Tues. Feb. 17: Feeder 2.1 rough draft due for class (Canvas discussion post)
- Thurs. Feb. 19: Feeder 2.1 final draft due for a grade prior to class (Canvas>Assignments)

Grading Rubric for Feeder 2.1: Case Study

The final grade for Feeder 2.1 will be worth 5% of the student's final course grade.

	10	7	4	1
Topic Selection	Case study clearly identifies a specific product or service to be discussed and appropriately states the larger industry into which that product or service falls. Topics selected fit well within the frame of this assignment and the work to be done later in this unit.	Case study identifies the product or service to be discussed as well as the larger industry into which that product or service falls but does so in a slightly unclear manner. Or slight concerns about how well this will lead to further inquiry later in the unit.	The chosen product or service doesn't really fall into the larger industry stated by the student-author. Or major concerns about how well this will lead to further inquiry later in the unit.	The case study fails to explicitly state the product or service or industry chosen as the main topic. Or the choices made here are completely inappropriate or inaccurate for this project.
Company Narrative	Case study clearly establishes a company narrative for the chosen product or service, including the company's founding, trajectory, and business ethos.	Case study attempts to establish a company narrative, but some aspects are lacking detail or explanation.	Case study briefly attempts to establish a company narrative, but many aspects are insufficient or completely absent.	Almost no attempt to establish a company narrative.
History of Production or Provision	Case study thoroughly and clearly describes the history of production or provision for this product or service, including when it was first launched as well as its success, growth, development, evolution, etc.	Case study provides some information regarding the history of production or provision, but the history feels a bit incomplete.	Case study briefly addresses the history of production or provision, but significant portions of the history are overlooked or missing.	Almost no attempt to describe the history of production or provision.
Advertising and Marketing	Case study thoroughly analyzes and discusses the advertising and marketing for this product or service, integrating specific examples for analysis and discussion. Analysis addresses such concepts as target audiences, media used, and strategies employed in advertising and marketing. Images and/or relevant working links are included.	Case study analyzes and discusses the advertising and marketing for this product or service, but some of the analysis lacks detail or sufficient explanation.	Case study focuses only on advertising or only on marketing, failing to address both. Or the analysis is highly lacking or inaccurate, stating observations without crafting those observations into actual analysis.	Almost no attempt to analyze and discuss the advertising and marketing around this product or service.
Research Question and Rationale	Research question is appropriately phrased, open-ended, has a debatable answer, and expands on prior knowledge, attempting to contribute to the larger discourse on this topic. It is accompanied by a logical	Research question poses an intriguing question with a debatable answer but does so in confusing or unclear language. Rationale is a bit lacking or its	Research question makes more of an observation rather than a debatable claim or question. Rationale is very lacking or its connection to the	Case study does not include research question to guide further work, or the research question is totally unintelligible.

	rationale explaining the reasoning behind the research question, which will lead to productive inquiry for Feeder 2.2.	connection to the research question is a bit unclear.	research question is hard to follow.	Little to not attempt to rationalize or explain the research question.
Organization	Case study is well-organized with a logical and explicit pattern from one section to the next and within each section.	Case study is mostly well-organized, but some sections or content seem out of order or repetitive.	Case study is very confusingly organized and does not reflect an overall organizational pattern.	Case study is organized so confusingly that it impedes the student-author's purpose.
Paragraph Structure	Paragraphs contain an analytical topic sentence that makes one central claim or introduces one new topic and then expands on that claim or topic. Each paragraph flows well.	Paragraphs are mostly well structured with a few slip-ups; some paragraphs either do not contain adequate flow, are missing a topic or ending sentence, or do not analyze their evidence or topic.	A few paragraphs attempt to do too much or do not advance one specific claim. Paragraphs do not contain logical flow of information.	Paragraphs are highly unorganized and very difficult to follow; paragraphs do not advance any claim or topic at all.
Writing Style	Case study features varied and sophisticated sentence structure and diction that is professional, clear, and accessible.	Case study uses some repetitive diction, overly simplistic language or sentence structures but mostly maintains a professional and objective tone.	Case study occasionally lapses into overly casual, colloquial discourse or subjective claims. Writing appears erratic, and some sentences are hard to follow.	Major lapses into casual discourse or little attempt to maintain objectivity. Diction is highly repetitive, and syntax is confusing or highly inappropriate.
Grammar and Mechanics	Case study is free from typographical errors as well as spelling and grammar mistakes. Case study is free from technical errors: any urls or links provided work correctly.	A few surface or technical errors but none so consistent that they obscure the author's meaning.	Repeated surface or technical errors.	No sign of editing or revision.
Total:	/90			

Feeder 2.2: Market Analysis and Accompanying Pitch

First, make sure you've read through the Unit 2 Assignment Prompt which gives you a clear overview of the entire project for this unit.

In Feeder 2.1, you gained insights into an existing product or service, as well as the larger industry into which it falls. You'll use those new insights to guide your work on this feeder as you conduct further research into the industry and its market, all so you can develop and deliver a pitch for **your own new product or service**, inspired by or similar to the product or service you examined during Feeder 2.1.

Think about what you've learned about your industry so far from composing Feeder 2.1. Now it's time to conduct market analysis around **your own potential new product or service** and the larger industry it will enter.

You'll be using secondary research (data that has already been obtained by others) to survey the field and test the viability of your product or service by answering the research question that you drafted as part of your Feeder 2.1 case study. (Feel free to adjust/revise your research question as you conduct research. Ideally, it's aimed at a current gap or lack within your industry; ideally, your answer can show you how your product or service can fill that gap or lack or how it can overcome a specific problem or limitation.)

Your market analysis should have at least three sources and should accomplish the following: (1) define your industry, (2) identify your target market, and (3) conduct some competitive analysis. The simplest approach is to find three sources, one that will assist you with each of these three goals. However, a single source might be useful for multiple goals listed above.

A successful market analysis will:

- Clearly state your target industry and your target market (your potential customers) in demographic terms
- Clearly state the research question (RQ) guiding your work, accompanied by a brief rationale explaining your reasoning (revised from Feeder 2.1 as needed)
- Contain a paragraph summary of each source in the report
- Describe the use case for each source in rhetorical terms (in at least one thorough paragraph)
- Contain correctly formatted APA citations, including appropriate in-text citations and a complete APA References list

Market analysis template: [Here's a template to guide you.](#)

Model market analyses:

- [Market Analysis \(Model #1\)](#)
- [Market Analysis \(Model #2\)](#)
- [Market Analysis \(Model #3\)](#)
- **Note:** The students who composed the above models did not include a research question or rationale in their feeders. Your feeder **SHOULD** include those elements.

You will eventually submit your market analysis via Canvas>Assignments. **Each of you** will also use the insights gained from composing this analysis to compose and deliver your own miniature business pitch to the class for **your own new product or service**. Your pitch materials (the script for your pitch and your slides) will be due via Canvas>Assignments prior to class that day.

A successful pitch for your product or service will:

- Be no more than 90 seconds (60-second preference)
- Include three slides to illustrate your points
- Contain the following:
 - Name and define your product or service
 - Establish the market you're entering
 - Identify the gap in the market (bonus points if you can articulate why you think that gap exists)
 - Address how your product or service can fill that gap
 - Locate your consumer base

As you compose your pitch, keep these questions in mind:

- Who is this product or service for? Why are you pitching it?
- Who would consumers want to buy it from?
- What makes **now** the right time to pitch it?

Remember, your final draft of Feeder 2.2 includes MULTIPLE components:

- The final draft of your market analysis, AND
- The miniature pitch you'll deliver to the class:
 - Pitch materials (script and slides) submitted prior to class
 - Your delivery of your pitch to the class (prepared, poised, engaging) (You are welcome to bring notes or your script to refer to during your pitch.)

Here's the timeline for Feeder 2.2:

- Thurs. Feb. 26: Feeder 2.2 rough draft due for class (Canvas discussion post)
- Tues. March 3:
 - Feeder 2.2 final draft (market analysis, the script for your pitch, and any slides you'll use during your pitch) due for a grade prior to class (Canvas>Assignments)
 - Deliver your Feeder 2.2 pitch to the class
 - The class will vote on the best pitches, which will dictate the four teams and topics for UP2.

Once each student has delivered their own miniature business pitch to the class, you will all vote on the best five ideas. You will then form groups around the top four ideas, with the "owner" of the winning product or service serving as the team leader. For the rest of the unit, you'll work collaboratively within your four new teams to design your UP2, the final portion of our work in this unit, a more detailed and comprehensive formal business pitch on the product or service for your team (based on your team leader's Feeder 2.2). (Note: You'll vote for five options just in case one idea doesn't seem viable enough to me or in case that person really doesn't want to be a team leader. I reserve the right to exercise instructional discretion around the final choices of the four topics and team leaders for UP2 moving forward.)

Grading Rubric for Feeder 2.2: Market Analysis and Accompanying Pitch

The final grade for Feeder 2.2 will be worth 5% of the student's final course grade.

	10	7	4	1
Market Analysis: Topic Selection and Research Question with Rationale	Market analysis clearly identifies the target industry and the target market to be discussed. Research question is appropriately phrased, open-ended, has a debatable answer, and expands on prior knowledge, attempting to contribute to the larger discourse on this topic. It is accompanied by a logical rationale explaining the reasoning behind the research question.	Market analysis identifies the target industry and target market to be discussed but does so in a slightly unclear or inappropriate manner. Research question poses an intriguing question with a debatable answer but does so in confusing or unclear language. Rationale is a bit lacking, or its connection to the research question is a bit unclear.	Connection between target industry and target market is unclear or inaccurate. Research question makes more of an observation rather than a debatable claim or question. Rationale is very lacking, or its connection to the research question is hard to follow.	Market analysis fails to explicitly state the target industry or target market. Market analysis does not include a research question guiding the work, or the research question is totally unintelligible. Almost no attempt to rationalize or explain the research question.
Market Analysis: Source #1	Your chosen source is an appropriate genre or medium. You've provided a clear, thorough summary of the source. You have also thoroughly and clearly explained how its content is useful for your own work, the specific insights and information it provides to help you either define your industry, explain your target market, or conduct competitive analysis.	Your chosen source is an appropriate genre or medium. Summary of the source is a bit lacking in detail. Or it's a bit unclear how this source contributes to your work; some aspects need more specificity.	Slight concern about whether this source is appropriate or useful. Summary of the source is lacking. Or it's highly unclear how this source contributes to your work; many aspects need more specificity.	Source is inappropriate or not useful for your topic. Almost no attempt to summarize the source or to explain its usefulness.
Market Analysis: Source #2	Your chosen source is an appropriate genre or medium. You've provided a clear, thorough summary of the source. You have also thoroughly and clearly explained how its content is useful for your own work, the specific insights and information it provides to help you either define your industry, explain your target market, or conduct competitive analysis.	Your chosen source is an appropriate genre or medium. Summary of the source is a bit lacking in detail. Or it's a bit unclear how this source contributes to your work; some aspects need more specificity.	Slight concern about whether this source is appropriate or useful. Summary of the source is lacking. Or it's highly unclear how this source contributes to your work; many aspects need more specificity.	Source is inappropriate or not useful for your topic. Almost no attempt to summarize the source or to explain its usefulness.
Market Analysis: Source #3	Your chosen source is an appropriate genre or medium. You've provided a clear, thorough summary of the	Your chosen source is an appropriate genre or medium. Summary of the	Slight concern about whether this source is appropriate or	Source is inappropriate or not useful for your topic.

	source. You have also thoroughly and clearly explained how its content is useful for your own work, the specific insights and information it provides to help you either define your industry, explain your target market, or conduct competitive analysis.	source is a bit lacking in detail. Or it's a bit unclear how this source contributes to your work; some aspects need more specificity.	useful. Summary of the source is lacking. Or it's highly unclear how this source contributes to your work; many aspects need more specificity.	Almost no attempt to summarize the source or to explain its usefulness.
Pitch Script Content	Pitch script concisely but effectively addresses the most important aspects of the presenter's research. It clearly names and defines the new product or service, establishes the potential market, identifies the current gap in that market, addresses how the product or service can address that gap, and defines the potential consumer base. Script appropriately references outside research and the presentation slides. The content of the pitch is well-organized with a logical structure.	Pitch script is lacking some detail or specificity. In a few instances, more information is necessary to support the claims being made. Or minor omissions regarding vital info that should have been included.	Pitch script is significantly lacking in some way. Minimal or no evidence is provided to support claims. Major omissions regarding vital info that should have been included.	Pitch script contains almost no credible information drawn from outside sources; it is disorganized and confusing.
Pitch Delivery	The pitch is well-rehearsed, poised, and delivered in a professional, articulated manner within the appropriate time frame. Presenter varies their tone and speed, maintains eye contact, and is engaging and confident.	The pitch is well-rehearsed and mostly poised. Presenter occasionally spends too much time looking down or speaking too quickly/quietly. Minor issues with duration of the pitch.	The pitch does not feel adequately prepared. Presenter fails to maintain eye contact or appropriate speed or volume. Major issues with duration of the pitch.	No sign that the presenter has rehearsed their pitch.
Pitch Slides	Pitch slides are well-organized, carefully designed, and use visuals, graphics, etc. to supplement and illustrate presenter's points. The content is appropriate, useful, and directly referenced in the pitch.	Pitch slides are mostly well-organized and well designed, but some aspects are lacking, not entirely useful, or not directly referenced.	Pitch slides are overwhelming, distracting, inappropriate, or irrelevant to the content of the pitch.	Pitch lacks any meaningful visual aids to supplement or illustrate presenter's points.
Paragraph Structure	Market analysis and script have paragraphs that contain an analytical topic sentence that makes one central claim or introduces one new topic and then expands on that claim or topic. Each paragraph flows well.	Market analysis and script have paragraphs that are mostly well structured with a few slip-ups; some paragraphs either do not contain adequate flow, are missing a	A few paragraphs attempt to do too much or do not advance one specific claim. Paragraphs do not contain logical flow of information.	Paragraphs are highly unorganized and very difficult to follow; paragraphs do not advance any claim or topic at all.

		topic or ending sentence, or do not analyze their evidence or topic.		
Writing Style	Market analysis and pitch both contain varied and sophisticated sentence structure and diction that is professional, clear, and accessible.	Materials use some repetitive diction, overly simplistic language or sentence structures but mostly maintain a professional and objective tone.	Materials occasionally lapse into overly casual, colloquial discourse or subjective claims. Writing appears erratic, and some sentences are hard to follow.	Major lapses into casual discourse or little attempt to maintain objectivity. Diction is highly repetitive, and syntax is confusing or highly inappropriate.
Citations	In all materials (market analysis, pitch script, and slides), a coherent citation system (APA 7 th edition) is used consistently throughout; References lists are complete and formatted accurately.	A citation system is systematically used with some lapses in providing required bibliographical information; References lists do not include all sources.	It is very difficult to tell if a single citation style has been adopted throughout. Citations are erratic, and/or References lists are incomplete.	No effort at citing sources accurately and consistently is made.
Grammar and Mechanics	All materials are free from typographical errors as well as spelling and grammar mistakes.	A few surface errors but none so consistent that they obscure the author's meaning.	Repeated surface errors.	No sign of editing or revision.
Total:	/110			

UP2: Team *Shark Tank* Pitch and Reflection

First, make sure you've read through the Unit 2 Assignment Prompt which gives you a clear overview of the entire project for this unit.

As a reminder, on Tues. March 3, you will submit all of your Feeder 2.2 materials prior to class via Canvas>Assignments. In class that day, you will each deliver your individual Feeder 2.2 pitches to the class. After everyone has delivered their pitches, you will each vote on the best five pitches of the day. I will use these votes to determine the top four projects that will serve as the focal points for our work in UP2. The “owners” of these four winning products or services will serve as the team leaders for UP2.

(Note: You'll vote for five options just in case one idea doesn't seem viable enough to me or in case that person really doesn't want to be a team leader. I reserve the right to exercise instructional discretion around the final choices of the four topics and team leaders for UP2 moving forward.)

Once we've determined the four team leaders for UP2, I will ask you all to rank the four UP2 projects in terms of your own interest, your desire to be on a particular team. I will do my best to assign each of you to one of your top choices, although we may face some logistical limitations to ensure that each team has approximately the same number of members.

For the rest of the unit, you'll work collaboratively within your four new teams to design your UP2, the final portion of our work in this unit, which will be a more detailed and comprehensive formal business pitch on the product or service for your team (based on your team leader's Feeder 2.2).

Note: Although I will reserve some time in class for teams to work together on UP2, I **strongly** advise you to contact each other and work together outside of class time in order to create an effective and coherent final project, including rehearsing your final pitch together. If you need assistance contacting each other outside of class, talk to me, and I can help.

I suggest you begin with the final product of your team leader's Feeder 2.2. Discuss the materials, ideas, and sources involved. This will include looking at your team leader's Feeder 2.2 market analysis, examining those sources in more depth, and conducting further secondary research on these related topics in order to make claims and provide evidence to support those claims. You will work together to create a formal business pitch that you will present in class to your potential investors (“the Sharks”). You will need a coherent plan/script that integrates outside research, presented in an engaging and poised manner, integrating visual aids/slides.

In class on Thursday, March 12, each team will have 7-10 minutes to impress your potential investors (the so-called “Sharks”) and present your business idea via a formal business pitch. Your goal is to convince your potential investors to greenlight the validity of your idea and the validity of the market. They want to see that you've done your research and know that the market has space to include your product or service and that it has room to be successful.

These so-called “Sharks” will likewise ask questions and offer suggestions. Immediately after your team presentation, you'll have a 5–10-minute Q&A (question-and-answer) session where your team will field questions from “the Sharks” in a professional manner. You should take this opportunity to

engage in discussion with “the Sharks” and demonstrate that you are a smart, knowledgeable team with a business idea in which they can confidently invest their time, expertise, and money.

Your role as “Sharks”: Each team will deliver their pitch once and then respond to questions from “the Sharks” during a Q&A session. Additionally, each team will serve as “the Sharks” for another team once. Although every student is expected to be a respectful and engaged audience member during all presentations, when you take on the role of “Sharks,” you are expected to be especially engaged, to take notes, and to ask questions during the Q&A session that are appropriate, productive, and sincere. You’ll ask questions and follow-up questions and will respond to the presenters’ answers appropriately. Part of your team grade will be affected by your performance as “Sharks” in which you exhibit your attention to detail and your skills regarding critical inquiry and improvised business discourse. (I will join every team as a “Shark” during every pitch, but it is **your** responsibility to respond to the pitch you just watched, ask questions, engage the presenters, etc.)

A successful pitch will:

- Capture and maintain the attention of “the Sharks” and the larger audience
- Tell a compelling narrative, answering the basic who, what, where, when, why, and how questions related to your proposed product or service
- Clearly outline the problem your product or service will solve (or the niche in the market)
- Clearly argue a value proposition (how your business solves the problem in a unique way)
- Use appropriate secondary research to effectively support your claims, with all outside sources properly cited in APA format
- Use accessible language (avoiding jargon or concisely explaining necessary jargon)
- Incorporate a set of slides that are clear, focused, and effectively engaging to illustrate your points (and that are used/referenced in an effective manner)
 - a. You are required to incorporate slides, but you might also consider bringing printed handouts for “the Sharks” or props, merchandise, or other visual aids.
- Incorporate smooth, timely delivery (use the [written presentation script template](#) as a guide)
- Include attention to visual cues (professional and/or coordinating attire, confident body language, positions on stage, confident and collective delivery)
- Feel cohesive overall (not like several individuals composed and presented their own separate segments in isolation)
- Involve significant, unique contributions from each and every team member during the presentation (no team member gets to “sit out” the presentation portion)
- Culminate in a productive Q&A session in which team members engage in dialogue with “the Sharks,” answering questions in a manner that is poised, professional, and convincing

Reflections and Unit Project Grades: Your unit project grade will be a combination of a team grade (80%) and an individual grade (20%).

Your **team grade** will be based on the success of your team pitch (the content, the delivery, and the slides), your performance during the Q&A session after your pitch, and your performance as “Sharks” during another team’s pitch.

Your **individual grade** will depend on your specific, individual contribution to your team’s work overall. You will display this mostly through [a brief 250-word reflection on your contribution to the](#)

team. Your individual reflections outlining roles and responsibilities must be submitted via Canvas>Assignments by 5:00pm on Fri. March 13. **If it becomes apparent that you did not adequately participate with your team, you could receive a reduced/failing grade regardless of how well your team did on the assignment overall.**

Your reflection should be clear, polished, and written in a professional manner. It should clearly delineate your role(s) on the team and the specific ways in which you contributed to the project overall. You have to communicate this information to me clearly and honestly. This is your incentive to make sure that you are honestly contributing to the overall project, “pulling your weight” on the team, doing your own part to contribute. (If you fail to do so, you won’t have much to discuss in your reflection, and your grade will reflect that.) Keep notes on your contributions throughout the project in order to help you as you compose this reflection. Remember to include specific examples or details to explain how you contributed to the team’s efforts. (It’s okay to write a bit more than 250 words for this reflection as long as you don’t exceed this word count by a ridiculous amount.)

Remember, your final draft of Unit Project 2 includes MULTIPLE components:

- Submit all pitch materials (script and slides) via Canvas>Assignments (one team member can submit these materials for the team):
 - On Canvas, when you submit your materials, include a comment regarding your decision about whether you want this content to be private (not published to our course website), whether you want it published to our course website anonymously, or whether you want it published with the names of all team members (first names and last initials attached). **This must be a unanimous team decision.**
- Deliver an effective and engaging pitch to the class as a team
 - (You are welcome to bring notes or your script to refer to during your pitch.)
- Answer questions after your pitch during a brief Q&A session
- Ask appropriate and productive questions in your roles as “Sharks”
- Submit your individual reflections on your contribution to the team (Canvas>Assignments)

Here’s the timeline for Unit Project 2:

- Tues. March 3: Choose UP2 teams in class after everyone’s Feeder 2.2 pitches
- Thurs. March 5: Teams work on UP2 together during class
- Tues. March 10: In-class discussion of document design and presenting with slides/media; teams continue to work together on UP2
- Thurs. March 12:
 - All scripts and slides due prior to class for a grade (Canvas>Assignments)
 - Teams deliver their UP2 pitches to the class and respond to Q&A sessions
- Fri. March 13: UP2 individual reflections on your contribution to the team due by 5:00pm (Canvas>Assignments)

FYI: The “Sharks” and I will take thorough notes during your pitches; don’t let that distract you.

Remember that your overall grade for UP2 will be based on your team pitch and the following Q&A session, how well your team performs as “Sharks,” and your individual reflection on your own specific contribution to the team.

Grading Rubric for Unit Project 2: *Shark Tank* Pitch

The final grade for Unit Project 2 will be worth 15% of the student's final course grade.

	10	7	4	1
Pitch Script Content (worth double: 20, 14, 8, or 2)	The content of the pitch clearly names and defines the new product or service, establishes the potential market, identifies the current gap in that market, addresses how the product or service can address that gap, and defines the potential consumer base. The pitch appropriately references outside research and references material on the slides. The content of the pitch is well-organized with a logical structure and feels cohesive, engaging, and convincing.	Pitch script is lacking some detail or specificity. In a few instances, more information is necessary to support the claims being made. Or minor omissions regarding vital info that should have been included.	Pitch script is significantly lacking in some way. Minimal or no evidence is provided to support claims. Major omissions regarding vital info that should have been included.	Pitch script contains almost no credible information drawn from outside sources; it is disorganized and confusing.
Writing Style	The pitch contains varied and sophisticated sentence structure and diction that is professional, clear, and accessible.	Materials use some repetitive diction, overly simplistic language or sentence structures but mostly maintain a professional and objective tone.	Materials occasionally lapse into overly casual, colloquial discourse or subjective claims. Writing appears erratic, and some sentences are hard to follow.	Major lapses into casual discourse or little attempt to maintain objectivity. Diction is highly repetitive, and syntax is confusing or highly inappropriate.
Pitch Delivery	The pitch is well-rehearsed, poised, and delivered in a professional, articulated manner within the appropriate time frame. Presenters vary their tone and speed, maintain eye contact, and are engaging and confident. All presenters feel like a cohesive team.	The pitch is well-rehearsed and mostly poised. Presenters occasionally spend too much time looking down or speaking too quickly/quietly. Minor issues with duration or cohesion of the pitch.	The pitch does not feel adequately prepared. Presenters fail to maintain eye contact or appropriate speed or volume. Major issues with duration or cohesion of the pitch.	No sign that the presenters have rehearsed their pitch. Pitch feels discordant, lacking team cohesion.
Pitch Slides	Pitch slides are well-organized, carefully designed, and use visuals, graphics, etc. to supplement and illustrate presenters' points. The content is appropriate, useful, and directly referenced in the pitch.	Pitch slides are mostly well-organized and well designed, but some aspects are lacking, not entirely useful, or not directly referenced.	Pitch slides are overwhelming, distracting, inappropriate, or irrelevant to the content of the pitch.	Pitch lacks any meaningful visual aids to supplement or illustrate presenters' points.
Q&A Session	Presenters respond in a poised, well-prepared, and professional	Presenters respond in a manner that is	Presenters are somewhat prepared	Presenters seem generally

	manner to all questions or comments directed to their team, effectively and persuasively engaging with “the Sharks.”	mostly poised and well-prepared, but they stumble a bit in some responses or engagement.	to field questions and engage with “the Sharks,” but they stumble quite a bit in their responses or overall engagement.	unprepared to respond to questions or engage with “the Sharks” in any meaningful way.
Your Role as “Sharks”	The team effectively engages with the presenters, posing appropriate and productive questions and engaging in useful improvised discourse.	The team engages with the presenters and poses some useful questions but does so in a manner that is somewhat inappropriate or lacking.	The team attempts to engage a bit with the presenters but does so in a manner that is significantly inappropriate or lacking.	The team seems generally disinterested or unable to engage with the presenters in any meaningful way.
Grammar, Mechanics, and Citations	All materials are free from typographical errors as well as spelling and grammar mistakes. A coherent citation system (APA 7 th edition) is used consistently throughout all materials; References lists are complete and formatted accurately.	A few surface errors but none so consistent that they obscure the authors’ meaning. A citation system is systematically used with some lapses in providing required bibliographical information; References lists do not include all sources.	Repeated surface errors. It is very difficult to tell if a single citation style has been adopted throughout. Citations are erratic, and/or References lists are incomplete	No sign of editing or revision. No effort at citing sources accurately and consistently is made.
Individual Reflection on Team Contribution (worth double: 20, 14, 8, or 2)	Reflection thoroughly explains how the individual has contributed to the overall work of the team, stating their team role and using specific examples or details in a sincere, clear manner. Reflection uses appropriate syntax and diction and is organized in a manner that is clear, logical, and free from grammatical mistakes, etc.	Some attempt to explain how the individual has contributed to the overall work of the team, but the reflection is a bit lacking in detail or specificity. Or it is written in a somewhat unclear or disorganized manner.	Some attempt to explain how the individual has contributed to the overall work of the team, but the reflection is a significantly lacking in detail or specificity. Or it is written in a highly unclear or disorganized manner.	Almost no evidence provided that the student contributed to the team’s project overall.
Total: /100				