

Annual Career and Professional Development Conference



SERC Tank Business Presentation – “Shark Tank”



Training/Prep: Thursday, April 12, 2018

Competition: Friday, April 13, 2018

Description: Similar to ABC’s hit show Shark Tank that yields upcoming entrepreneurs, **SERC Tank** is EduSerc’s version where students will have an opportunity to present a business idea to a panel of successful business owners / managers for the opportunity to win funding, supplies or other resources to help them start their idea.

NOTE: But there is a twist...Each product idea **must** be able to address a direct need in the community or help solve a problem in community.

Timeline

1. **School Team Selection (Feb – Mar 2018)**

Each school can register up to 3 teams to participate and compete. (Each team comprising of 4 students)

Each team must develop the following:

- Business Plan Overview (30 points): a brief two (2) page abstract that addresses the business concept, the product, how the business will be setup and managed, and who would be your potential customers.
- Marketing Research and Projected Sales (20 points): a brief one page that describes the research you performed that proves your concept will work successfully and an outline of projected sales you will make with your business.
- Infomercial (20 points): a brief 30 - 60 second marketing video commercial that sells your product. If you have a logo designed for your product or service, please ensure to use it in your video. (Submit online at www.eduserc.org/convention-serctank)
- A Working Prototype (30 points) (or simulated example that your concept works, if you are promoting a service)

Deadlines

Fri, March 30, 2018

Online team submissions at www.eduserc.org/convention-serctank

Prize Categories

- Most Innovative Product or Service
- Most Successful Business Model
- Best Sales/Marketing Presentation

Top Prize:

Funding to start idea, professional consulting and an internship with EduSerc over the Summer of 2018 at Prince George’s Community College to start and run a business model within EduSerc for future scholarship funding.

Corporate Presentation at Microsoft at the EduSerc ACPDC (April 13, 2018)

Students will attend the second day (April 13, 2018) of the conference from 10am – 3pm and present their 3 minute business product concept Serc (“Shark”) Tank presentation and working prototype to corporate professionals in the afternoon between 1:30pm – 2:45pm

Winners will be announced at the end of the event at 3:00pm

Annual Career and Professional Development Conference



Business Abstract Template (30 points) (up to 2 pages)

Instructions: Submit online at www.eduserc.org/convention-serctank by March 30, 2018

Company/Team Name: _____

School: _____

Team Members:

1) _____

2) _____

3) _____

4) _____

1. Overview of the business: Clearly and fully describe the concept behind your business, the components or aspects of your business that will make it successful and describe its products and/or services.

2. Management of your business: Outline how your business will be setup to function, the anticipated geographic location, the list of people on your team that will serve in roles in your business (i.e. Joe Williams – President) and how they will work together as a team.

3. Target Audience: List your target audience and how they will benefit from your product and/or service
