

## Annual Career and Professional Development Conference



### SERC Tank Business Presentation – “Shark Tank”



Competition: Thursday, April 11, 2024

**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 the community.

#### Timeline

##### 1. **School Team Selection**

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](http://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, April 5, 2024

Online team submissions at [www.eduserc.org/convention-serctank](http://www.eduserc.org/convention-serctank)

#### **Prize Categories**

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

#### **Potential Prizes:**

Funding for Project Idea; Professional Consulting/Mentorship to Build Idea; Internship Opportunities with EduSerc or partners.

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

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

Instructions: Submit online at [www.eduserc.org/convention-serctank](http://www.eduserc.org/convention-serctank) by April 5, 2024

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.

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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.

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

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