

# Shark Tank 2018



Welcome to CVCC's 2018 High School Shark Tank Program!

## What is the CVCC High School Shark Tank Program?

Each year CVCC hosts a Shark Tank competition for local high school students, providing an opportunity for students to develop and pitch a business idea to a panel of judges. The program is based on the popular Shark Tank television show, with the top presenters winning cash prizes donated by local sponsors.

- Objectives for this program are:
- Promote entrepreneurship in the community;
- Help students develop their critical thinking skills;
- Help students develop their public speaking and presentation skills.

## Who can participate?

The CVCC High School Shark Tank program is open to all high schools and high school students in the CVCC area. There are no fees or costs to participate.

## How can schools or students participate?

We work with schools in two ways...

We assist schools in putting on their own Shark Tank competition, with the top finishers advancing to CVCC's High Shark Tank Finals on **Tuesday, May 15<sup>th</sup>**. We can assist your school by providing guidelines for the competition, evaluation forms, and even serving as judges as needed. We request that any individual school competition be completed by **Friday May 11<sup>th</sup>** in preparation for our Finals on May 15<sup>th</sup>.

OR...

If your school is unable to hold its own competition, individual students can enter a business idea by completing an on-line [Google Form Shark Tank Application](https://goo.gl/forms/s5nLydfggPsovPlx1) at <https://goo.gl/forms/s5nLydfggPsovPlx1> or you can print out and complete the Shark Tank Application at the end of this file and submit it to [Gary](#)

[Muller](mailto:gmuller@cvcc.edu) (gmuller@cvcc.edu) or [Jeff Neuville](mailto:jneuville@cvcc.edu) (jneuville@cvcc.edu). Deadline for submitting an individual application is **Monday, May 7th**.

### **What are the deadlines and key dates?**

Applications from individual students must be completed by **Monday, May 7**. Finalists from individual applications will be announced on **Wednesday, May 9**.

Competitions taking place at individual schools should be completed by **Friday, May 11**.

The High School Finals will take place at CVCC's Corporate Development Center on Tuesday, May 15<sup>th</sup> between 11:30 AM and 2:00 PM. Lunch will be provided, and our panel of judges will announce the winners after all of the finalists' pitches are completed.

### **Where will the Finals event be held?**

The CVCC student Shark Tank final event will be held at CVCC's Corporate Development Center on Tuesday, May 15 from 11:30 AM to 2:00 PM. The CVCC Corporate Development Center is located at 2664 Highway 70 SE in Hickory.

### **What do the participants receive?**

The top three pitches as selected by a panel of judges will win cash awards... \$200 for 1st place, \$100 for 2nd place, and \$50 for 3rd place.

### **Who should I contact for more information?**

#### **Jeff Neuville**

CVCC Small Business Center  
jneuville@cvcc.edu, (828) 327-7000, ext. 4102

#### **Gary Muller**

Dean, School of Business, Industry and Technology  
gmuller@cvcc.edu, (828) 327-7000, ext. 4672

# CVCC 2018 Shark Tank

## Business Idea Proposal

The purpose of our Shark Tank business sales pitch is to convey a simple understanding of your business or product concept in a short period of time (5 minutes).

Please complete the Proposal for your entry into the CVCC Shark Tank.

Deadline for submission is Monday May 7<sup>th</sup>. Finalists from individual applications will be announced on Wednesday May 9<sup>th</sup>. If your school is hosting a “school competition”, the top finishers will advance to CVCC’s Shark Tank finals on Tuesday May 15<sup>th</sup>.

The Shark Tank application addresses the following topics:

- A brief summary of the basic premise of the business or product concept.
- Describe why the idea is special and/or important.
- Describe the innovative way the idea solves a problem or serves a need.
- Describe the competitive environment.
- Identify the potential target market.
- Highlight the way the business will be marketed.
- Conclude with a “Call for Action” for assistance in the form of an investment, marketing or production support and/or a mentor as well as a proposal to the potential investor for the support of the business idea.

For further information, please contact:

Dean, School of Business, Industry & Technology

[Gary Muller](mailto:gmuller@cvcc.edu) (828) 327-7000, ext. 4672, gmuller@cvcc.edu

Small Business Center Director

[Jeff Neuville](mailto:jneuville@cvcc.edu) (828) 327-7000, ext. 4102, jneuville@cvcc.edu

Complete and submit the on-line [Google Forms Shark Tank Application](https://goo.gl/forms/s5nLydfggPsovPlx1) at <https://goo.gl/forms/s5nLydfggPsovPlx1> or submit this application to Dean Muller or Mr. Neuville by 5/7/18. Good luck!

# CVCC Shark Tank Proposal

Name: \_\_\_\_\_

School you attend: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Describe your Business Idea...what service will you provide or what product will you make?

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What are—or will be—the unique features of your business? What makes your product or service stand out from the competition?

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What problem does your business solve to its customers, or what value does it provide to its customers?

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Who are your competitors? Who is your competition?

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Who is your target market (or markets)? Describe the target customers you will try to reach.

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How do you plan to reach your target customers?

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Describe your "Call to Action" such as assistance in the form of an investment, marketing assistance, production support, or advice from industry experts.

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