

# Shark Tank Biology



Group Members

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How can a product be improved to better suit the needs of human body systems?

[Day 1, Tuesday, May 9, 30 minutes]

Step 1: Brainstorm product and improvement ideas. Products may be something commonly used by teens or another age group, but it must be something that affects the human body systems. Discuss several possibilities with your group and choose the best one.

Product	Effects on Human Systems	Ideas for Improvement

Step 2: Watch an episode of Shark Tank and complete the Shark Tank Episode Analysis Worksheet.

[Day 2, Friday, May 12, 1 hour, plus survey as homework]

Step 3: Research the CURRENT product.

What is the product designed to do?

Provide EVIDENCE that the CURRENT product is harmful to human body systems.

Name of Article Ex. "Product Hazards"	Name of Source Ex. kidsindanger.org	Evidence/Statistics Ex. diseases caused, injuries that occurred, etc.

Which human body system is MOST affected by the CURRENT product?

List ALL of the functions of this body system.

What are the benefits of the CURRENT product to this body system?


In what ways is the CURRENT product harmful to this body system?


List at least 5 additional body systems that interact with the main system you identified.

Human Body System	Interactions with the Main Human Body System

How are these additional body systems affected by the CURRENT product?

Human Body System	Effects

What is the typical cost of the CURRENT product? Find, list and average 3 ACTUAL prices below.

Store/Website	Price	Average Price

What promises do the manufacturers make to users of the CURRENT product? (View online ads.)

What are the components/ingredients of the CURRENT product?

Which components/ingredients are responsible for the harmful effects?

What is the overall impact on human body systems?

What are the beliefs and usage patterns of people who use this product? Why do they like it? Do they have any concerns about the effects of this product on their health? Conduct your own survey of at least 30 people. (Max 15 interviews per person.) Write a short 5 question survey in class and have each group member conduct some of the interviews. Video tape these interviews.

Survey Questions

Days 1 and 2 Grade\_\_\_\_\_

[Day 3, Monday, May 15, 1 hour, plus survey as homework]

Step 4: Propose an improvement.

Review and compile your survey data. What did you learn?

Question	Response

Revisit the negative effects of the current product and research alternatives.

Negative Effect	How We Can Fix It

Research all versions of the product to ensure your improvements are unique.

Are there any other ways you could improve this product to benefit human health?

In what ways can biomimicry factor into your product design? (See videos on my moodle page.)

Will your product have multiple varieties, flavors, etc.? Explain.

What are the effects on the cost per unit that your improvements will have?

What did you learn from the Marketing Presentation?

What is your plan?

Day 3 Grade \_\_\_\_\_

Step 5: Test the market

Conduct another survey of at least 30 people to gauge how receptive they will be to your changes. This survey will be shorter—present your group’s ideas and ask for a response. Again, the interviews will be split up among the group members. Video tape these interviews.

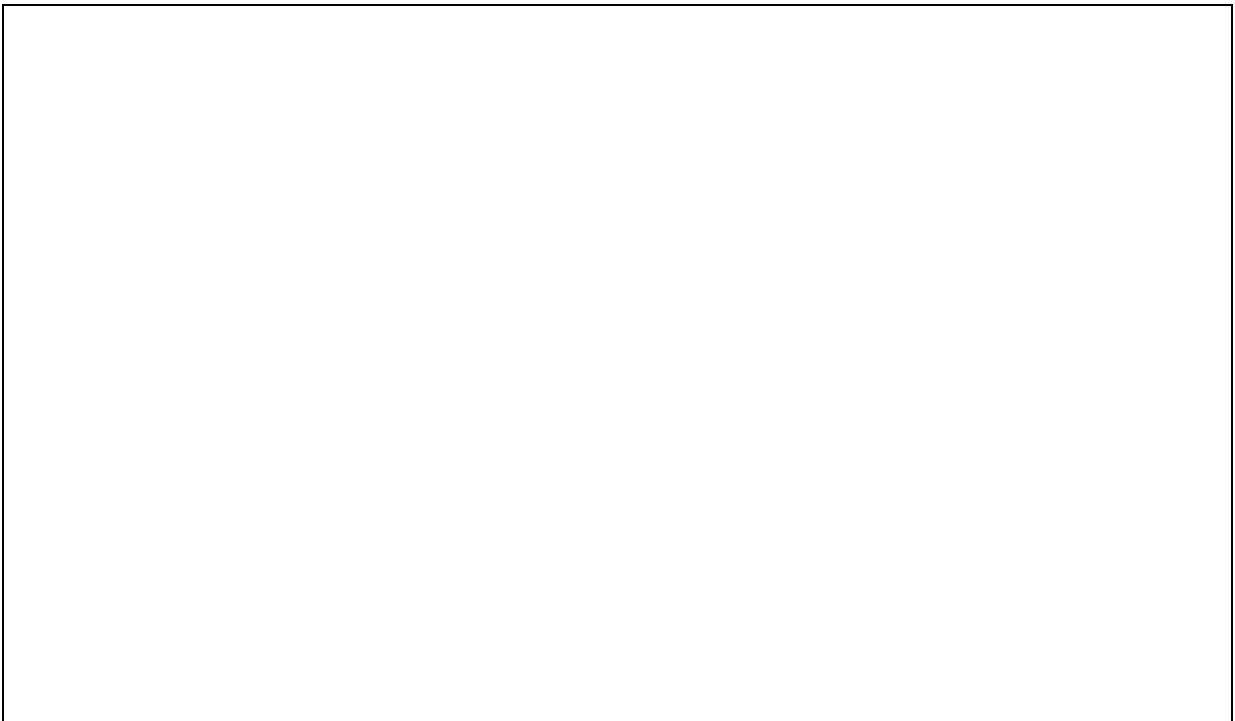
[Day 4, Tuesday, May 16, 1 hour]

Step 6: Market your product

What did you learn from your surveys?

Do you need to revise your plan? If so, how will you change it?

Design your product, draw and color below. You can either assign a group member to construct it tonight or put it together in class tomorrow. The model does not have to contain actual product but should demonstrate the appearance of the product you are proposing.



How are you going to convince people that your product is better than what they have used previously? Will you offer any incentives to consumers who try your product?

Write the script for a TV advertisement to get people to notice and buy your product. 30 second minimum. 3 minute maximum. Keep your target audience in mind and remember the emphasis of the project is on the effects on human body systems. Slogans and music are helpful. You will perform and video tape this advertisement in class tomorrow. Discuss props needed and who will bring them. Write your script below. Attach additional sheets if needed.

Day 4 Grade \_\_\_\_\_



[Day 5, Wednesday, May 17, all period]

Create and film your TV advertisement.

Day 5 Grade \_\_\_\_\_

[Day 6, Thursday, May 18, all period]

Step 7: Prepare for the shark tank

- Create a presentation to convince the sharks to invest in your company.
- Presentations should be enthusiastic and concise.
- Be creative! You may want to use prezi, video, handouts, posters, demonstrations, etc.
- You will need to provide evidence that this product is needed, the changes are cost effective, and people are interested in buying your product. Your interview videos may be used here.
- Discuss and answer the following questions about your product.

What product will you provide to the consumers?

Why do you think this product is needed?

Who are your target customers?

In what ways does your product differ from other similar products that are available?

What do you see as the biggest obstacle in making your product successful?

What marketing and sales techniques will you use?

In what specific ways does your product improve the health of consumers?

Are there any predicted negative effects?

How much will your product cost compared to other similar products?

What evidence can you present to show that consumers are interested in this product?

Why should we invest in your company?

[Day 7, Monday, May 22, 1 hour]

Step 8: Present!

Day 6 Grade \_\_\_\_\_

Day 7 Grade \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Period: \_\_\_\_\_

## Shark Tank Episode Analysis Worksheet

*Repeat the following series of questions for at least two of the featured presenters.*

### PRESENTER ONE

1) What is the business concept that was presented?

2) What did the presenter do well?

3) What could the entrepreneur have done to improve his/her presentation?

4) What were the strengths and weaknesses of the business proposal?

5) What deals are being offered by the investors? Any counter-offers? If so, what are they?

6) What are the responses of the “sharks”? Do you agree?

7) Would you have invested? Why or why not?

### PRESENTER TWO

8) What is the business concept that was presented?

9) What did the presenter do well?

10) What could the entrepreneur have done to improve his/her presentation?

11) What were the strengths and weaknesses of the business proposal?

12) What deals are being offered by the investors? Any counter-offers? If so, what are they?

13) What are the responses of the “sharks”? Do you agree?

14) Would you have invested? Why or why not?

15) List 5 things you learned from watching Shark Tank.

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16) List 5 possible products you could propose if you were presenting to the sharks.

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