

OUTSTANDING TEACHING, LEARNING AND ASSESSMENT TECHNICAL SKILLS NATIONAL PROGRAMME

Dragons Den: students brief
Created by: Blackburn College

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Dragons' Den Challenge – Student Brief

Working with Employers - May King Tsang, Google Ambassador and Founder of MayKing Tea

Brief: The Blackburn College Career Academy programme encourages students and employers to collaborate on a project.

Blackburn College and May King Tsang are organising a Dragons' Den style event to encourage students entrepreneurial skills and help to promote outstanding teaching via innovative and motivating exercises.

The Challenge: Two teams from the College's Business and IT Career Academies will pitch for investment for a new business idea in a Dragons' Den style challenge.

The Dragons are North West entrepreneurs who would be willing to (hypothetically) invest their own money in exchange for equity.

The Concept: Students should come up with an idea for a new business idea. Two teams of students will pitch their concept to six 'Dragons' to secure the required investment money.

Designing a successful business idea is a lot like starting a small business. The students will play the role of researcher, project manager, accountant, information architect, designer, marketer and advertiser – all rolled into one.

The Theme: Each team should come up with their own business idea.

The Winner: The winning team will be the one who secures all of the required investment money.

Blackburn College Career Academy Students (Business and IT):

- The teams have 4 sessions to complete the challenge;
- The teams will be expected to put in a minimum of 12 hours work over the month;
- The pitch is to be 15 minutes long; and
- The final pitch will take place on Friday 26th January 2018 (destination to be announced) from 1pm – 3pm

The teams will need to:

- Use the brief and research the market for competitors and conduct their own, market research on target audience;
- Design their idea – the concept – what will it do, how it will work and how it will reach the target audience;
- Prepare a 15-minute pitch – this will include the amount of money the team are pitching for and the percentage of equity they are willing to give away. The teams presentation on the business idea should include: a business plan, a marketing plan and an outline showing how the investors will make a return;
- Present their pitch to the Dragons including negotiating the investment. Teams will receive feedback from the Dragons after the event.

Rules of the Den

Like any good institution, Dragons' Den relies on rules. Here are the basics - the seven golden rules that shape presentations and negotiations.

RULE 1: THE PITCH

The team must start the meeting by stating their name, the name of the business, the amount of money they are pitching for and the percentage of equity they are willing to give away in their company.

They must follow this with a pitch of up to 15 minutes. If it exceeds 15 minutes, the Dragons can stop the team at any point but they cannot interrupt the initial pitch.

RULE 2: THE Q&A

The team DO NOT have to answer all the questions asked, but what they do or do not choose to answer may affect the outcome - for example, if they refuse to reveal net profits. They may ask the Dragons any questions that help them determine whether they are suitable investors for their business.

RULE 3: OPTING 'OUT'

The team's time in the Den is over after all six Dragons have declared themselves 'out'. Also, once a Dragon has declared his or herself 'out', they **MUST NOT** re-enter negotiation on the deal, and unless there is a compelling reason, they should remain quiet and leave the others to pursue the negotiations.

RULE 4: INVESTMENTS

The team must secure at least the total amount they have asked for at the beginning of the pitch.

If a Dragon offers less than the full amount, the team must try and make up the total by securing an investment from one or more of the remaining Dragons.

Each team must leave the Den with at least the full amount they asked for or they exit empty-handed.

The team can negotiate more money than was originally requested, as this is usually to redress the sticking point of an entrepreneur giving up more equity than was initially offered.

RULE 5: MULTI-DRAGON INVESTMENTS

Each Dragon is working as an individual investor. The Dragons can invest as little or as much of their own money as they want. It is up to the team to persuade them to match the required investment or pledge to invest a portion thereof.

As above, it is acceptable for the team to seek investment from more than one investor in order to make up the total amount required. A full investment may involve between one and five parties.

RULE 6: REFUSING INVESTMENT

The team can refuse investment from a Dragon if they think they are an unsuitable investor or the deal on the table isn't right for them.

RULE 7: THE DEAL

The deal agreed on the day is a hypothetical agreement.

Evaluation: The teams will self-evaluate their pitch and those of the other teams to identify what could be improved. Following the advice and result of the Dragons the teams will determine 3 tasks/points for improvement.

Have fun!