

FROM AN IDEA TO ...

KIDS IDEA TANK (aka SHARK TANK) AT YOUR SCHOOL!

Consider running a culminating event where students develop an original business idea and either:

1. Pitch it to a panel of Judges (teachers, parents, older students, or local business volunteers) or
2. Share it at an Entrepreneurship Family Night.

This handout includes helpful planning tips. I also recommend that you use the pitch resources from the [Young Entrepreneur Institute](#).





Suggested structure:

- Week 1 — Brainstorm & research
- Week 2 — Create prototypes, test, redesign
- Week 3 — Build the pitch. Rehearse the pitch.
- Week 4 — Students share their ideas either at a Kids Idea Tank (aka Shark Tank) competition event or a Kids Idea Tank Entrepreneurship evening with parents.

Developing a Business Idea

- What's the Problem or Need?
- What Skills/ Resources do you have?
- What's the Idea?
- Putting it Together: Customer, Team, Problem, Solution
- The Pitch (use the Tips for Kids handout)
- The Ask: what do you need to succeed?



Kids Idea Tank Competition:

Judging criteria should be based on

- Creativity of the idea
- Evidence of business understanding (profit, cost, marketing, audience)
- Presentation delivery



Event logistics

- Set up a Kids Idea Tank presentation area
- Set up judging area with scorecards (consider adding “Audience Favorite” which tends to be different than the Judges’ winner)
- Determine order of presenters, timing, questions
- Prizes or certificates for participants and winners

Kids Idea Tank Entrepreneurship Family Night:

Event logistics

- Think Science Fair!
- Invite families to Kids Idea Tank Entrepreneurship Family Night
- Set up area for Kids to display and share their ideas.
- Prizes or certificates for participants.

