

BLAM Culminating Task: Dragons Den

Students will design a product that is a more sustainable version of an old product or a brand new product to help the environment. They will create a powerpoint to present their ideas. They need to include:

- Prototype
- Marketing Campaign
 - 1 poster
 - 1 company logo (using colour theory and design)
 - Optional advertisement (choose 1):
 - Infographic
 - Video Advertisement
 - Website
- Budget for 100 products
 - Approximate budget of how much materials would cost
 - Approximate budget of how much packaging would cost
 - Decision on how much you would sell one product for
 - Optional (Level 3 or 4): Profit Margin
- Business Structure
 - Decide on the structure of the first local business opening in Calgary. How many employees would you need? What jobs would you make?
- Leadership Report
 - Answer the following questions in full sentences and paragraphs and include at the end of your presentation:
 - How does a person who has been considered unable to lead become a leader?
 - What causes two people looking at the same problem to approach it differently?

- How do you help others perform to the best of their abilities?

Presentation Requirements:

Group Size: Maximum of 3, Minimum of 2

Purpose: To create a business proposal to demonstrate the growth of a year.

End Result: **Presentation** to explain and market your product.

Step 1: Decide on a sustainable product that you want to make and sell.

Create a product that is a more sustainable version of an old product or a brand new product to help the environment.

Step 2: Create an advertisement to show off and market product.

- Required: 1 poster and 1 company logo
 - Optional advertisements (pick 1): Infographic explaining product, video advertisement, a website

Step 3: Create a budget to make 100 products

- Required: How much materials cost approximately, how much packaging costs approximately, how much you will sell it for
 - Option- profit margin

Step 4: Business Structure. Explain how you would structure a local business selling your project (manager, assistants, etc.)

Step 5: Create a presentation to summarize all your work.