

Group 3

Outlet Light

### 8- Presentation Preparation

#### Presentation

In your groups, create a blueprint or 3D model of your product. Present your product and business model to a group of investors. You will have 2 minutes to present your idea and 3 minutes to negotiate a deal.

1. Pitch your product to the sharks (investors).

- 2 minutes to present your product. MAKE IT JAZZY! You must ask a Shark to invest in your business in exchange for something- equity, exclusive rights, patents, etc. (ex: I'm asking for \$20,000 for 5% of my company). Make sure you have an offer that is appealing to the sharks but at the same time going to allow you to keep as much equity as possible.

Asking \$ 35,000 ~~ask~~ 5%

2. Know your numbers

- investors are going to want to know what is the cost of production per unit?

- what are you selling it for in retail? In wholesale? What are your profits?

\$5-6 to make Price \$9.99 sale Projected sales =  
\$100-3/400 over 6 months - year

3. What are your projected sales? 1

4. What retailers are you planning to work with? Walmart, Dollar Tree, 5 Below.

5. Where are you getting your supply? Are you making it in America? Sending it overseas?

Cisco (suppliers).

7. How are you getting the word out? What is your marketing strategy?

Ads, social media, flyers, BullBoards.

8. Do you have a *patent* on your product? (meaning do you own the technology behind your product?)

yes. for Patent

energy efficient (timer)