



Dragon's Den Task



You must design a product that you think will make money and deliver a Dragon's Den style pitch.

In preparation for your sales pitch, you must do the following:

1. Produce either a drawing of the product, or the actual product
2. Produce a costing sheet, including the cost of market research, materials, packaging, distribution, and marketing, as well as the recommended retail price
3. Design a company name and logo, identifying your target audience
4. Use market research to persuade the Dragons that people will want your product
5. Design the packaging and consider the lifespan of the product – is it a novelty item that will only be popular for a short period, or could it have longevity?

Note: This will be assessing your ability to argue your point of views, as well as persuade the Dragons to fund your project using speaking and listening skills.