**Entrepreneurship 110**

**“NOT SO GREAT ENTREPRENEURS of the Dragons’ Den” PowerPoint Assignment 2**

**Please follow these instructions carefully!**

**The rubric on the back details the evaluation for this assignment.**

**Plagiarized work is worth ZERO!!**

**Make sure you cite all sources used!!**

WEBSITE: <https://www.cbc.ca/dragonsden> (click on Pitches Tab)

Watch pitches from the website provide and find an entrepreneur with a **non-successful pitch**.

**NOTE:** **Please use the season number provided on Monday (if you forgot which season number you/group were assigned please see your teacher).**

1. Choose an entrepreneur from the Dragons’ Den
2. Answer the following questions in your assignment based on the pitch you have chosen.
3. Name of entrepreneur, where are they from (location)
4. Description of entrepreneur- What is he/she like? Physical characteristics are not important unless they have a direct influence on the success of this entrepreneur. **Refer to pitches**
5. Background- Education? Did it have any form of education, work-related experience and/or skills? Is not having any education, work-related experience, and/or skills have an impact on his/her failure to attain a deal? Explain what was the main reason or reasons for their failure to attain a deal?
6. Venture- What is this person’s business venture? What did he/she create? Is there an interesting story about how this venture came about? Why did they create the business/venture? Is there competition? If so, who are they? Do they have a social media presence? Is it appropriate for their business?
7. Reasoning- Why did you pick this entrepreneur?
8. Advice- What did you learn from this entrepreneur?
9. Provide one question you would ask this entrepreneur if you could meet him/her.
10. Presentation - Video of your entrepreneur chosen will be presented to the class. Discussions, as a group, to follow. Student must be involved in discussions with teacher/other students. Please attach URL of video in your presentation.

Student(s) should have Assignment 2 completed by Thursday, October 24, 2019

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Entrepreneurship 110- Assessment rubric for Assignment #1

“GREAT ENTREPRENEURS” Value: 20 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Criteria | Excellent  5 | Good  4 | Satisfactory  3-2-1 | Incomplete  No points |
| Instructions- see handout on reverse | -All instructions were followed without flaw | -Most instructions were followed | -Some instructions were followed | -Most instructions were not followed (assignment is not complete) |
| Write-up | -The write-up is without error- grammar, spelling and conventions are flawless  -The write-up contains answers to all questions | -The write-up contains a few minor errors in grammar, spelling and/or conventions  -The write-up contains answers to all or most of the questions | -The write-up contains some errors in grammar, spelling and/or conventions  -The write-up contains some answers to some of the questions | -What write-up exists is replete with errors in grammar, spelling and/or conventions  -The write-up does not contain any/some of the answers as the assignment is not complete |
| Presentation | -The student presented an interesting assignment that kept the audience’s attention  -The  presentation was innovative in its design | -The student presented an interesting assignment that kept the audience’s attention for the most part  -The presentation was somewhat innovative in its design | -The student presented a standard assignment and kept most of the audience’s attention most of the time  -The presentation was typical and ordinary; it lacked some innovation. | -The student was not prepared to present  -The project was not completed on time  -The project was not innovative |
| Overall Effort and participation | -It is evident from the information and response of the audience that this assignment was very well prepared, very well presented and very well received by the audience.  -The student was able to answer questions without hesitation  -**All group members were present throughout the process.** | -It is evident from the information and response of the audience that this assignment was well done, well presented and well received by the audience | -It is evident from the information and response of the audience that this assignment was fairly well done, fairly well presented and mostly well received by the audience  -There is room for improvement, but the student was able to answer some questions | -It is evident from the lack of information and the response of the audience that this assignment was not completed or done well.  -There is room for improvement and this project must be completed. |