

# Dragons Den

## Teacher's Briefing Sheet

In groups of 3 or 4, students must design and brand a new smoothie product before delivering a short sales pitch to the rest of the class, who will act as potential investors.

### Instructions:

- Explain the task using the PowerPoint slides.
- Hand out the Dragon Den task packs, one per group.
  - Each pack contains a briefing sheet, smoothie ingredients, customer profiles, investor worksheet, sales pitch template.
- In 20-25 minutes, students should:
  - 1) Choose ingredients and decide on a product name.
  - 2) Design the label.
  - 3) Prepare a 2-minute sales pitch to sell their product to investors.
- Optional:
  - To keep students engaged, the rest of the class can be given the "Investor" worksheet to complete whilst listening to other groups.
  - After all sales pitches, count up the total investment to work out which group was the most successful.