

Pack 9 and 10 - Wider Curriculum

Y6's Dragons' Den



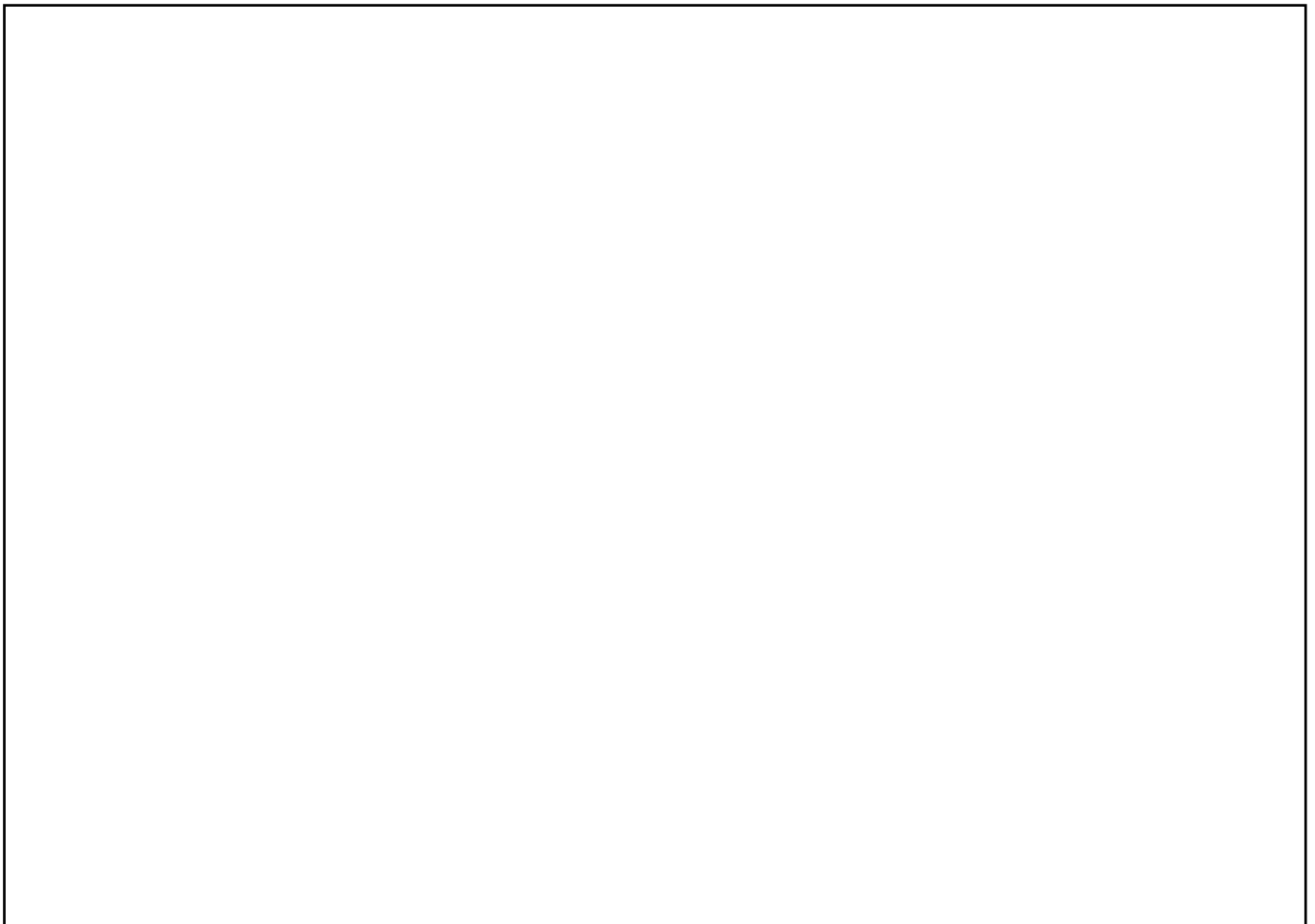
Over the next two weeks, we would like the Y6 pupils to become inventors, create their own company and pitch their idea to the 'Dragons' (Miss Driscoll and Mrs Wilde) asking for money to invest and a percentage stake in the company.

If you're unfamiliar with Dragons Den, there are lots of clips on their YouTube account or on BBC iPlayer.

Task 1: Choose a category that your product could be linked to. If you'd like to pick your own category, that's fine.

- Harry Potter
- Animals
- Space
- Sport
- Computers/ devices

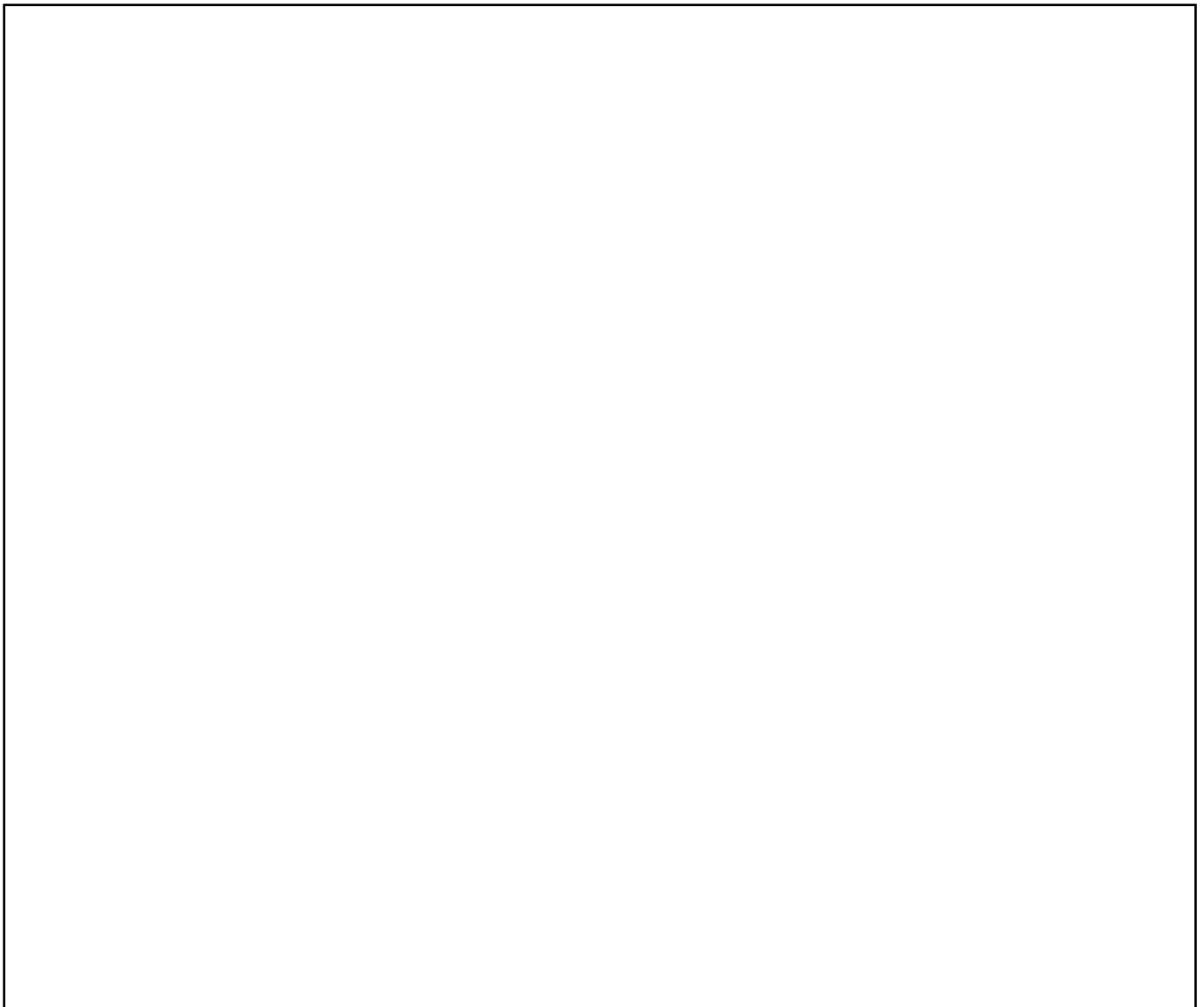
Task 2: Create a company name and logo. Consider other company logos and what they represent. It needs to be eye-catching!

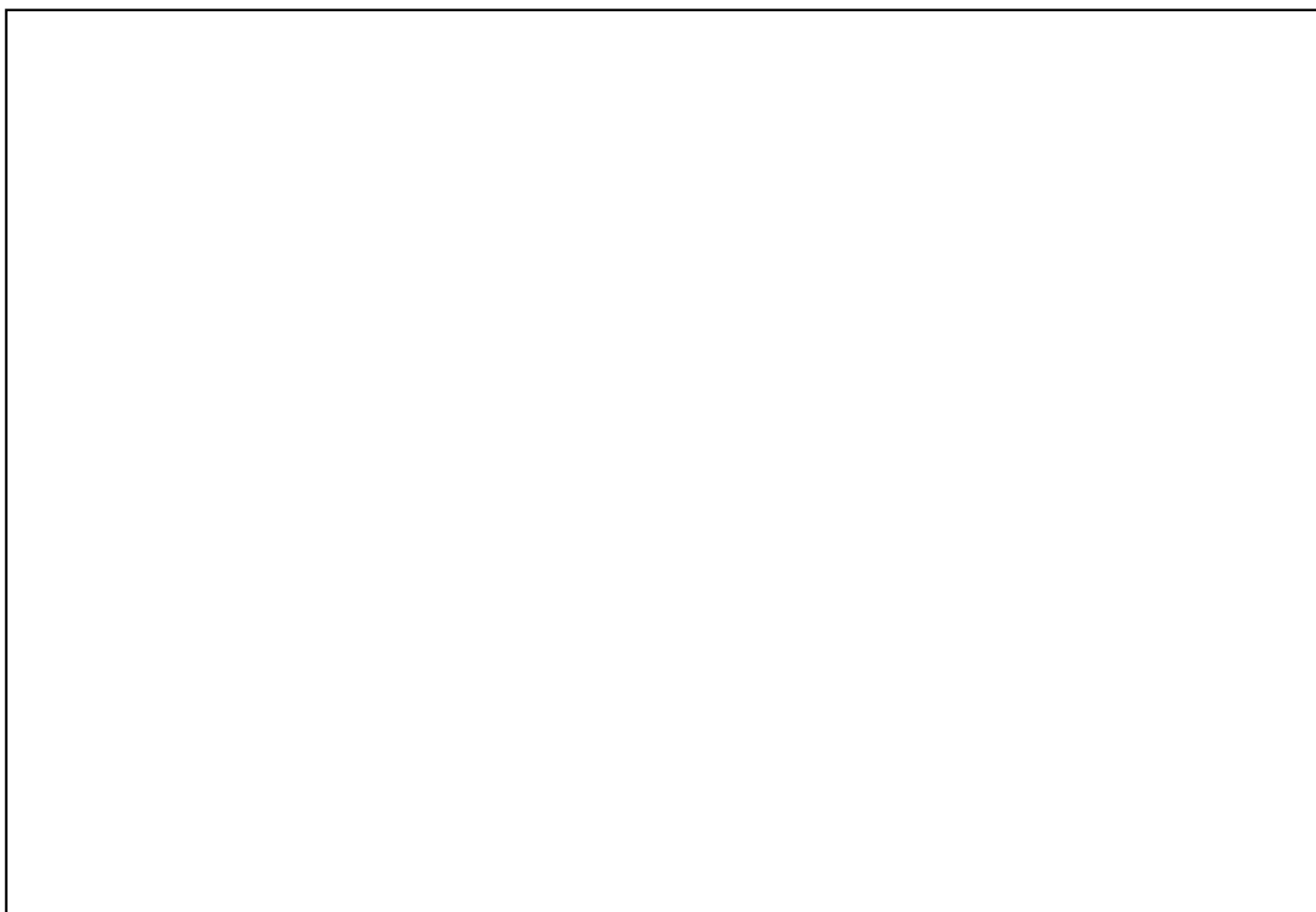
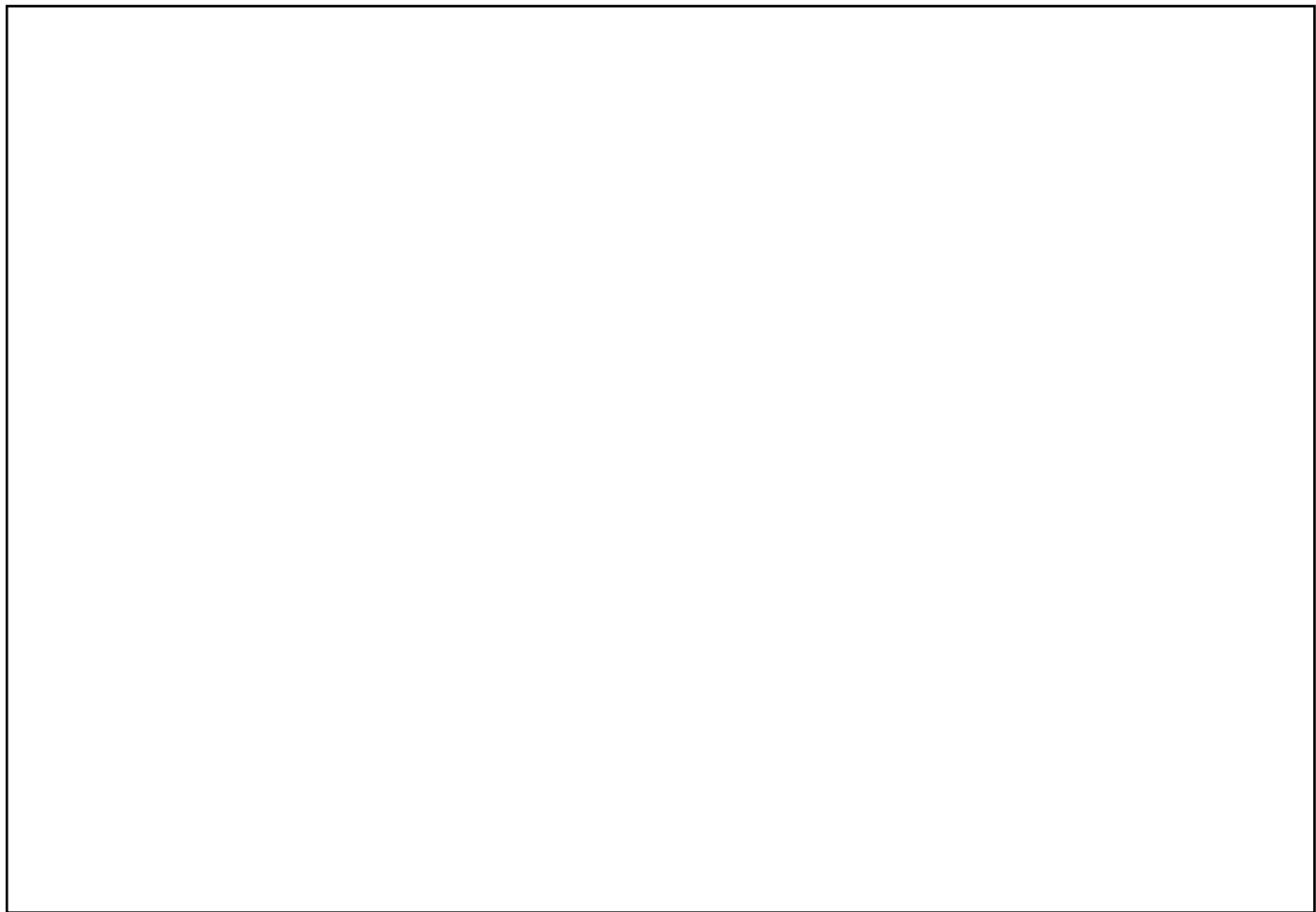


Task 3: Choose a product you are going to design and 'make' to then pitch to the Dragons and draw below.

You may want to plan several different products and then ask advice from others to whittle it down to your favourite one.

Annotate your diagram(s) including materials the product will be made from.

A large, empty rectangular box with a thin black border, intended for drawing and annotation. It occupies the lower half of the page.



Task 4: Create a script to pitch for the Dragons about your product. Consider the following:

- How much money do you need from them to start your company properly?
- How much power (percentage) will the Dragons have in your company?
- Where will your product be sold? **Think about the COVID situation and not all shops are open so think of other options**
- Are there any competitors selling similar products? How will this affect your pricing?
- Who is your intended audience?
- What is the purpose of your product?
- How can we encourage others to buy it?

This script can be handwritten or a presentation could be created.

Task 5: Design the packaging for your product and persuasive advertising e.g. adverts to go in magazines, newspapers, bus stops or billboards.

Packaging

*Advertising*



Task 6: Can you record your pitch and post it on Twitter for the Dragons to see?

@RokebyPark #rokebyparkhomelearning

Please post pictures of your logo, advertising and packaging as well!

Miss Driscoll and Mrs Wilde 😊