



You and a group of young entrepreneur's will be pitching a million dollar **Mental Health** idea to the "Shark Tank." Your group will research, prepare a sales script and present your new idea. You will be assigned to a group and asked to research one of the conditions below. Once you have a better understanding of the topic, you will need to come up with an entrepreneurial solution to help people afflicted with your condition. You will present this idea to the class.

Your teacher will assign you to one of the Mental Illnesses listed below.

Schizophrenia	Insomnia	Depression
Obsessive Compulsive Disorder (OCD)	Post-Traumatic Stress Disorder (PTSD)	Eating Disorders: anorexia & bulimia
Phobias	Anxiety disorder (Social)	Bipolar Disorder

You will need to research the following before beginning to craft a realistic product or service to help people with the disorder. You will be asked to present your findings to the shark tank (the class) to see if you can secure a deal with the investors. Please be thoughtful in addressing the needs of people afflicted with your assigned condition. Also, please be sensitive to the seriousness of each Mental Illness.

1. Overview of facts & product introduction (i.e. Teenage/Adult statistics, describe the mental illness, how are you going to disrupt the industry, how does your product work?)
2. Symptoms and type(s) (i.e. What Mental Illness symptoms does your product target?)
3. Diagnosis and tests (i.e. What are the current Mental Illness treatments?)
4. Treatment and care (i.e. How does your product offer a new way to fight the Mental Illness?)
5. Support/resources (i.e. Where did you get your facts?)

#### Research Notes:

1. Overview of facts & product introduction (Relevant population statistics? How does your product work?):

2. Symptoms/types (i.e. What Mental Illness symptoms does your product target?):

3. Diagnosis tests? (What are the current Mental treatments on the market?)

4. Treatment/care (i.e. How does your product offer a new way to fight the Mental Illness?)

Support/resources:

Product description:

Target audience:

Cost:

How much \$\$ are you looking to receive for 50% of your product?

What is your plan for disrupting the market? (Marketing, funding, what will you need from investors?)

### **Shark tank Rubric**

<b><u>Category</u></b>	<b><u>Points Possible</u></b>	<b><u>Points Earned</u></b>
Overview of facts and product introduction	2	
Description of symptoms and current diagnosis	2	
Current treatment and care	2	
Thorough description of product & disruption affect	2	
Creative and legible storyboard	2	
Total	10	

\*\* Your group will **VOTE** on one product that you feel should win the largest Shark Tank investment!