

PROJECT-BASED LEARNING CURRICULUM

PREMIUM MEGA UNIT

Shark Tank Style *Entrepreneurship*

A 10-Lesson Project-Based Learning Mega Bundle

Transform your classroom into a dynamic Shark Tank. Over ten fully-planned lessons, students in grades 6–8 ideate, research, brand, and finance an original business concept — then pitch it to a panel of "Sharks." This mega bundle includes lesson plans, a complete student workbook, branding studio printables, a mini business plan template, pitch storyboards, rubrics, assessments, extension activities, awards, and a teacher toolkit.

10

LESSON PLANS

100+

PRINTABLE PAGES

2–3

WEEKS PBL

20+

TOOLS & RUBRICS

Market Research

Pricing Strategy

Branding Identity

Financial Literacy

Public Speaking

Career Readiness

GRADE BAND

Grades 6–8 • Middle School

FORMAT

Differentiated • Standards-Aligned

EDITION

Premium MEGA • 2026



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A complete map of every component in this Premium MEGA Unit. Use the page numbers below to navigate quickly to any lesson, worksheet, or evaluation tool.

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Standards Alignment & Differentiation

This unit was designed to meet multiple national standards across English Language Arts, Mathematics, and 21st-Century career-readiness frameworks. The crosswalk below shows the specific standards addressed by each lesson, so you can drop this unit into your existing curriculum map with confidence.

Common Core ELA Standards (Speaking & Listening)

Standard Code	Standard Description	Addressed In
CCSS.ELA-LITERACY .SL.6.4 / SL.7.4 / SL.8.4	Present claims and findings, emphasizing salient points in a focused, coherent manner with relevant evidence — sound, valid reasoning, and well-chosen details. Use appropriate eye contact, adequate volume, and clear pronunciation.	Lessons 9–10 (Pitch crafting & delivery)
CCSS.ELA-LITERACY .SL.6.1 / SL.7.1 / SL.8.1	Engage effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners, building on others' ideas and expressing their own clearly.	Lessons 2, 5, 6 (peer feedback, data discussion, gallery walk)
CCSS.ELA-LITERACY .W.6.2 / W.7.2 / W.8.2	Write informative/explanatory texts to examine a topic and convey ideas, concepts, and information through the selection, organization, and analysis of relevant content.	Lesson 8 (Mini Business Plan drafting)
CCSS.ELA-LITERACY .W.6.7 / W.7.7 / W.8.7	Conduct short research projects to answer a question, drawing on several sources and generating additional related, focused questions for further research and investigation.	Lessons 4–5 (Market research design & analysis)

Common Core Math Standards (Ratios & Proportions)

Standard Code	Standard Description	Addressed In
CCSS.MATH.CONTENT T.6.RP.A.3	Use ratio and rate reasoning to solve real-world and mathematical problems (e.g., pricing, profit margins, percentage of survey responses).	Lessons 5, 7 (Data analysis & financial basics)
CCSS.MATH.CONTENT T.7.RP.A.3	Use proportional relationships to solve multistep ratio and percent problems (e.g., markups, discounts, interest, tax, tips, commissions).	Lesson 7 (Pricing strategies, profit margins)
CCSS.MATH.CONTENT T.6.SP.B.4 / B.5	Display numerical data in plots on a number line, including dot plots, histograms, and box plots; summarize numerical data sets in relation to their context.	Lesson 5 (Survey data graphing)

21st Century Skills & Career Readiness

Setting Up Your Shark Tank

The single biggest predictor of how much students love this unit is how immersive your classroom environment feels on Pitch Day. You do not need a Hollywood budget — you just need a few intentional touches that signal "this is a special day." The setup below can be done with items already in your classroom plus one trip to a dollar store.

The Physical Setup

Transform one corner of your room into the Shark Tank. The Sharks sit at a front table; the audience (the rest of the class) sits facing them; the pitcher stands between them with the projector behind them (if using slides).

Element	What It Looks Like
The Shark Table	A long table at the front of the room with 3–4 chairs behind it. Cover with a dark tablecloth if possible. Place a name plate in front of each chair: "MR. DAYMOND," "MS. BARBARA," etc., or use guest names.
Shark Scorecards	Print one Teacher Scorecard (page 56) per Shark, plus a stack of play money (\$1,000 bills) or a scoring whiteboard so Sharks can visibly "invest" or "pass."
The Pitch Spot	Mark a piece of tape on the floor 6 feet from the Shark table. The pitcher stands here. This creates a clear physical boundary and prevents students from wandering too close or too far.
The Timer	Project a visible 3-minute timer on the screen (use a YouTube countdown timer or your phone). Use a different sound for the 2-minute Q&A; portion.
The "On Deck" Seat	A single chair off to the side where the next pitcher waits. This keeps transitions tight and prevents the awkward "who's next?" shuffle.
Audience Rows	Arrange the rest of the class in rows facing the Sharks. Each audience member needs a Peer Evaluation Rubric (page 55) and a pencil.

Optional Decorations (Big Impact, Low Cost)

- **"SHARK TANK" banner** across the front of the table — printed in brand purple on cardstock.
- **Blue cellophane** taped to the wall behind the Sharks to suggest water.
- **Cardboard shark fins** spray-painted gray and mounted on the front of the Shark table.
- **A small LED string light** behind the Sharks to give them a "spotlight" feel.
- **"Investment Offer" paddles** — small white boards on sticks that Sharks hold up to make offers.

Building the Drama — Three Touches That Cost Nothing

- 1 **Theme music.** Play 15 seconds of the actual Shark Tank theme song as each new pitcher walks up. It instantly shifts the room's energy.

Shark Persona Cards (Print & Distribute to Guest Sharks)

These four persona cards give your guest Sharks a "character" to play. Hand them out as guests arrive so they can pick a persona or be assigned one. Each card describes the Shark's investment style and includes two sample questions they can ask. Print on cardstock and trim to size — they look great laminated.

MS. INNOVATION

The Visionary

Investment Style

You invest in bold, original ideas that could change the world. You love products no one has seen before. You care less about the numbers and more about the "wow factor." You'll fund a moon-shot if the founder's passion is real.

Sample Questions You Can Ask

1. What makes your idea different from anything else on the market?
2. If you had \$100,000 to grow this tomorrow, where would you spend it first?

MR. NUMBERS

The Numbers Guy

Investment Style

You invest in math that works. You want to see profit margins, break-even points, and clear pricing logic. A great pitch with weak financials leaves you cold. Show me the math and I'll show you the money.

Sample Questions You Can Ask

1. Walk me through your cost per unit — what's in that number?
2. How many units do you need to sell before you break even?

Lesson 1: Introduction to Entrepreneurship

OBJECTIVE	Students will define entrepreneurship, identify key traits of successful entrepreneurs, and begin brainstorming everyday problems worth solving.
ESSENTIAL QUESTION	<i>What makes someone an entrepreneur, and what problems are worth solving?</i>
MATERIALS	Projector, Shark Tank clip featuring a kid entrepreneur (e.g., Mo's Bows, Bucket Blossom), Student Workbook pages 1–3, anchor chart paper.

Success Criteria

Students can name three traits of an entrepreneur, define entrepreneurship in their own words, and identify three everyday problems worth solving.

Warm-Up 5–7 min	Think-Pair-Share: "What is one problem you face every day that you wish a product could solve?" Give 90 seconds to think, 90 seconds to share with a partner, then call on three students to share their partner's problem.
Direct Instruction 15 min	Show a 3–4 minute kid-friendly Shark Tank pitch. Pause at the end and ask: "What was the problem? How did the product solve it? Why did the Sharks react the way they did?" Define three anchor terms on the board: Entrepreneur (a person who starts a business), Profit (money kept after costs), and Investment (money given to help a business grow). Co-create an anchor chart titled "Traits of an Entrepreneur" — push students past "rich" and "lucky" toward <i>resilient, creative, risk-taker, observant, persistent</i> .
Guided Practice 15 min	As a class, brainstorm 5 everyday problems on the board (e.g., "I lose my pencil every day," "My little brother wakes me up early," "My lunch gets smushed in my backpack"). For each, model how an entrepreneur might turn it into a business solution: "Smushed lunch → a hard-shell lunch container with a built-in ice pack."
Independent Practice 15–20 min	Students complete pages 2–3 of the Student Workbook: the Entrepreneur Profile (define entrepreneur in their own words, list top 3 traits), and the Problem & Solution Brainstorm table (3 problems + 3 potential business solutions).
Closure 5 min	Exit Ticket: "Write down one trait you think an entrepreneur must have — and one reason why. Drop it in the exit ticket box on your way out."

Common Misconceptions to Watch For

"Entrepreneurs just want to get rich." Most successful entrepreneurs are driven by problem-solving and impact — money is a byproduct.

"You need a lot of money to start a business." Many businesses start with less than \$100 — service businesses (lawn care, tutoring) need almost nothing.

"Entrepreneurs work alone." Almost all successful founders have co-founders, mentors, and teams behind them.

Lesson 6: Branding Studio: Name, Logo, & Tagline

OBJECTIVE

Students will develop a complete brand identity including a memorable business name, two taglines, and a sketched logo that uses intentional color psychology.

ESSENTIAL QUESTION

What makes a brand memorable — and how do great brands tell a story in seconds?

MATERIALS

Student Workbooks + Branding Studio Printables (pages 1–5 of Section 5), colored pencils/markers, projector for showing famous logos.

Success Criteria

Students can articulate their brand's name, tagline, color choices, and the story behind their logo in a 30-second "brand pitch."

Warm-Up 5–7 min	Flash 5 famous logos on the screen for 2 seconds each: Nike swoosh, Apple apple, McDonald's golden arches, Target's bullseye, Starbucks mermaid. Students shout the brand name. Discuss: "What makes these logos instantly recognizable — even without the brand name?"
Direct Instruction 15 min	Explain the three pillars of brand identity: Name (memorable, easy to spell, evokes the right feeling), Logo (a visual symbol — simple enough to draw in 5 seconds, works in color and black-and-white, scales from a business card to a billboard), Tagline (3–5 word slogan that captures the brand's promise). Then teach color psychology : red = energy/passion, blue = trust/calm, green = nature/health, purple = luxury/creativity, yellow = optimism/joy, black = sophistication. Show 3 brands and analyze why they chose their colors.
Guided Practice 15 min	Analyze 3 famous brands together: Nike ("Just Do It" — empowerment, action), Apple ("Think Different" — creativity, simplicity), McDonald's ("I'm Lovin' It" — joy, family). What is their story? What is their tagline? Why did they choose those colors?
Independent Practice 15–20 min	Students complete the Branding Studio Printables packet: brainstorm 3 brand names and circle their final choice, write 2 taglines, check 3 brand voice adjectives, write a one-sentence mission statement, sketch 3 rough logo drafts, then finalize one logo in the large box, and choose their brand color palette with written rationale.
Closure 5 min	Gallery Walk: Students leave their Branding Studio packet open to their final logo. Class walks around leaving positive feedback on sticky notes ("I love how you used green — it makes me think of nature!").

Entrepreneur Profile & Problem Brainstorm

Used in **Lesson 1**. Today you'll define what entrepreneurship means to you, list the traits you think a founder needs, and brainstorm three everyday problems worth solving.

1. Define "Entrepreneur" in your own words

2. Top 3 Traits of an Entrepreneur

Think of entrepreneurs you know — or famous founders you've heard of. What three traits do they share?

- **Trait 1:** _____ Why? _____
- **Trait 2:** _____ Why? _____
- **Trait 3:** _____ Why? _____

3. Problem & Solution Brainstorm

List three everyday problems you (or people you know) actually face. Then sketch a potential business solution for each.

#	Everyday Problem	Potential Business Solution
1		
2		
3		

Brand Identity Blueprint

Used in **Lesson 6**. Your brand is more than a logo — it's a feeling. Today you'll name your business, write a tagline, choose your brand's personality, and craft a mission statement.

1. Brand Names — Brainstorm 3 Options

Don't edit yourself yet — write three possible names. Then circle your final choice with a colored pencil.

Option 1:	
Option 2:	
Option 3:	
FINAL CHOICE	(circle one above)

2. Taglines — Write Two Options

A tagline is a 3–5 word slogan that captures your brand's promise. (Think "Just Do It" — 3 words, instantly memorable.)

Tagline Option A:	
Tagline Option B:	

3. Brand Voice — Check 3 Adjectives

Which 3 words describe your brand's personality? Check 3.

- | | | |
|---------------------------------------|--|--------------------------------------|
| ☐ Professional | ☐ Bold & Daring | ☐ Minimalist |
| ☐ Fun & Wacky | ☐ Trustworthy | ☐ Adventurous |
| ☐ Luxurious | ☐ Modern / Tech | ☐ Friendly |
| ☐ Eco-Friendly | ☐ Nostalgic | ☐ Premium |

4. Mission Statement

Why does your business exist *beyond* making money? Write one sentence that captures your purpose. *Example: Patagonia's mission is "We're in business to save our home planet."*

Slide 1: The Hook

■ TARGET TIME: 20 sec

Introduce yourself and grab attention immediately. Start with a question, a surprising statistic, or a 10-second story. Do NOT start with "Hi, my name is..." — start with the hook, THEN introduce yourself.

Visual — What Goes on the Slide

Slide 1 visual...

Speaking Notes / Script

Peer Evaluation Rubric

Audience members: complete one rubric per pitch. Be honest but kind — your feedback helps your classmate grow. Use the 4-point scale below.

Category	4 — Exemplary	3 — Proficient	2 — Developing	1 — Emerging
Business Idea	Highly creative, solves a clear problem, passes all three viability filters.	Good idea, mostly clear problem, passes two filters.	Somewhat creative, problem is unclear, passes one filter.	Lacks creativity, no clear problem, passes no filters.
Market & Financials	Deep understanding of customer; numbers are realistic and profitable; data is specific.	Solid understanding; numbers make sense; some data included.	Basic understanding; numbers are questionable; little data.	Little understanding; no clear financial plan; no data.
Pitch Delivery	Engaging, confident, excellent eye contact, perfect timing (3–4 min).	Mostly confident, good eye contact, within time limit.	Reads from notes, limited eye contact, slightly over/under time.	Unprepared, difficult to hear, significantly over/under time.
Branding	Professional, memorable name, clean logo, tagline that sticks.	Good branding, mostly memorable, logo is clear.	Basic branding, lacks cohesion, logo is rough.	Missing key branding elements (no logo, no tagline, generic name).
Q&A; Response (if applicable)	Answered all questions thoughtfully, used data, stayed composed.	Answered most questions, sometimes referenced data.	Struggled with some questions, little data referenced.	Could not answer most questions, became flustered.

Peer Feedback Form

Founder I'm Evaluating	
One Glow (something they did really well)	
One Grow (one specific suggestion for next time)	
My Rating (total out of 20)	_____ / 20

Certificate of Achievement

Print one per student. Award on the day after Pitch Day. For best results, print on heavy cardstock (65 lb or heavier).

CERTIFICATE OF ACHIEVEMENT

Shark Tank Style Entrepreneurship

This certificate is proudly presented to

Founder & CEO

For successfully designing, researching, branding, financing, and pitching an original business concept as part of the Shark Tank Style Entrepreneurship Premium MEGA Unit. Your creativity, perseverance, and pitch delivery demonstrated the true spirit of entrepreneurship.

Teacher Signature

Date

★ UM Printables · Premium Educational Resources · Shark Tank Style Entrepreneurship MEGA Unit ★

WHAT'S INSIDE THIS MEGA BUNDLE

Shark Tank Style Entrepreneurship

PREVIEW

A 10-lesson project-based learning mega bundle for grades 6–8. This preview shows 12 highlighted pages from the full 109-page resource. The complete bundle includes everything below and more.

10

LESSON PLANS

100+

PRINTABLE PAGES

2–3

WEEKS PBL

20+

TOOLS & RUBRICS

FRONT MATTER

Welcome letter, how-to-use guide, materials checklist, family letter (printable), standards alignment (CCSS ELA + Math + 21st Century Skills), differentiation deep dive.

11 PAGES

TEACHER TOOLKIT

Shark Tank setup guide, 2-week & 3-week pacing calendars, guest shark invitation template, 4 shark persona cards, 26-term vocabulary glossary.

11 PAGES

10 LESSON PLANS

Fully scripted 50-minute lessons with objectives, essential questions, materials, warm-ups, direct instruction, guided practice, independent practice, closure, differentiation, success criteria, common misconceptions.

20 PAGES

STUDENT WORKBOOK

12-page printable: owner's page, vocabulary tracker, entrepreneur profile, business concept, target market avatar, survey design, data analysis, financial blueprint, break-even challenge, marketing strategy, reflection journal.

17 PAGES

BRANDING STUDIO PRINTABLES

Brand identity blueprint, logo design pad, color palette & typography, brand style guide, business card template (cut-out).

8 PAGES

MINI BUSINESS PLAN

7-section fillable plan: executive summary, problem & solution, target market analysis, research findings, branding identity, financial plan.

7 PAGES

PITCH STORYBOARD

6-slide storyboard with speaking notes: Hook, Problem, Solution, Market, Financials, Ask. Plus delivery cheat sheet.

7 PAGES

EVALUATIONS & RUBRICS

Pitch day self-checklist, peer evaluation rubric, teacher scorecard (40-point), pre & post assessments with answer key, exit ticket compilation (10 tickets).

11 PAGES

EXTENSIONS & AWARDS**PREMIUM DESIGN**

GET THE COMPLETE BUNDLE

109 Pages · 10 Lessons · Ready to Teach

UM PRINTABLES

on Teachers Pay Teachers

