

Shark Tank: Brainstorming

Instructions: Download this file. Type in your answers to the questions, and submit this form to the “Shark Tank: Brainstorming” assignment by the end of the lab period.)

1.) Brainstorm **at least three ways** you could improve current consumer products or business services. Consider the following questions to help you generate some ideas:

- How might you improve the way a current consumer product is made?
- How might you improve the way a current service is delivered?
- How might you identify a new consumer market for a certain type of product or service?
- How might you use current or new technology to alter the way a current business operates?

Your Team’s Ideas:

2.) Brainstorm **at least two** completely new business concepts:

- Is there a consumer product that you wish existed but that isn’t currently on the market?
- Is there a business service that you wish existed but that isn’t currently available?

Your Team’s Ideas:

3.) Explain your **top three** concepts for Shark Tank so far and why you think each idea might be a good one for the project.