

SPARK TANK

Contestant
Info Packet

Event Date
October 2019



Share the
spark

What is

SPARK TANK ?

Spark Tank is based on the TV show Shark Tank®, which is a critically acclaimed and multi-E Emmy Award-winning reality show that has reinvigorated entrepreneurship. The judges, known on the TV show as “Sharks” – tough, self-made, multi-millionaire and billionaire tycoons – seek to invest in the best businesses and ideas that contestants have to offer. The Sharks give people from all walks of life the chance to chase the entrepreneurial dream and potentially secure business deals that could make them millionaires.

Share the Spark is producing a similar event based on the TV show (but perhaps with a bit less cash and theatrics), where young people present their ideas in front of a live audience and a panel of local professionals whom we call “Sparks”, in a similar vein to the TV show ‘Shark Tank’.

We will be giving away over \$4000 and a ten-week program of business coaching and mentoring so the winning teams can bring their ideas to life.

What do I need to do?

1

PUT TOGETHER A TEAM

Your team must be between 2 – 6 people, ranging in age from 8 -23. Ages can vary within the group. For evaluation, we will separate the teams into two general age categories, roughly one for 8-16 year olds and one for 17-23 year olds. At least one person on the team must be going through (or recently gone through) a 'hard time'. **We won't ever ask who it is**, but your team members should know.



2

COME UP WITH AN IDEA

Get the team together and think big, think bizarre. Do whatever sparks your imagination and inspires you. It can be an idea for a business, an app, or an invention to save the world. You can also think of an idea for something you want to do. A project or community event, or something for your team or school. The idea can be as big or as small as you like.



3

SUBMIT YOUR IDEA

Now you need to put the idea on paper. Download the Spark Tank Submission form from our website at www.sharethespark.org.au. Don't worry, it is only 3 questions and not too detailed. You do not need to know exactly how you will make your idea work or how much money it will take, but you should be able to make some good guesses.
Deadline for submissions is September 23, 2019



4

PITCH AT THE EVENT

Our "Sparks" judges will evaluate your submissions and choose three teams from each age category to pitch on the night. Everyone who submits will receive feedback on how to progress their idea. The selected teams who will make the pitch will have a pre-interview with the Sparks and some coaching prior to presenting at the event.



What do we win?

Every team that makes a submission will get feedback from our Spark panel of business experts on how to progress your idea. If you don't make it to the final event, but you follow these suggestions, you will have a better shot at getting financing at our next years Spark Tank event. Or you may get enough new information to move ahead right away on your own.

The 6 teams that are chosen to give their pitch at the live event will receive a pre-event coaching session in October that will help them flesh out their idea and answer the questions the Sparks may throw at them.

At the live pitch event, each team will have some time to make their pitch and then answer questions from the Sparks. After the questions are answered the Sparks will make each team an award offer. It may consist of business coaching only or business coaching and funding.

At least one team from each age category will win 10 weeks of business coaching AND hundreds or even thousands of dollars in funding to progress their idea.

