



Assignment

Determine a Central Idea from Informational Text

Topic: Entrepreneurs

Your Assignment:

Read the passage. Then answer the question.

Show Me the Money!

By Crystal Ray

Entrepreneurs from around the globe clamor for an opportunity to appear on ABC's hit reality show, "Shark Tank". On this show people who own their own businesses pitch a new product or concept to the "sharks," a panel of wealthy (very rich) investors, hoping to make a deal. Investors are people who give money to someone else to use, but they also make money on the idea. They don't just give out money. Investors want something in return!

The sharks have the chance to invest in the entrepreneur's business, but if nobody wants to make a deal, the entrepreneur leaves with nothing. In one episode the business owner showed a special blanket for babies that helped them to fall asleep easier. Anyone who has ever seen a baby at night would love that idea! More than one shark wanted to give money as an investor because they could all see that this was a genius idea! The owner picked the best offer.

Sometimes, though, the sharks offer a deal, but the owner does not take it. It takes a lot of work to come up with a really good idea, and some entrepreneurs believe that giving up too much of your own idea is not worth the money you would get. The sharks are there to make money, and they are very clever! The entrepreneurs have to be careful when they are in the tank!

Initially, accepting money seems like a great idea. Who wouldn't want money to fund a business or invention? Receiving financial support from a shark could be a solution for getting a new business off the ground. But things get a little complicated when folks are asked to give up a portion of their business. More than likely, the person has poured their heart and soul into the creation and therefore, handing over control of the business to someone else is not easy, especially when the return on investment is uncertain. Will the money really help?

However, earning the help of a shark is more than just receiving money. It comes with a lot of other benefits. Simply appearing on the show is instant publicity for the budding entrepreneur. This means that people will recognize the person or product from the show, "Shark Tank". Furthermore, sharks are well-known in the business world and therefore, partnering with a shark will bring attention to the entrepreneur's business. The more people who are aware of a product, the more likely sales will increase. When sales increase, everyone makes a profit.

The cost of starting and maintaining a business is more than the average person has in the bank. Thus, it is not uncommon to seek the financial help of an investor. The show, "Shark Tank", provides a unique opportunity for aspiring business owners to get the money they need in exchange for a stake, or part ownership, of the company.

Undoubtedly new businesses need money to be successful, but is making a deal with a shark the best way to get it? It's an important thing to consider because they must call them "sharks" for a reason!

Answer this question:

Stem Starters:

You may want to consider starting your response using one of these stems. You do not have to do so, but they are here to help you if you need them.

The author's central idea is...

The central idea is...

Your Response:
