



## **YRTTF's Shark Tank Jr. Application - **due: Feb 28, 2023!****

### **Ever think about starting your own business?**

**Create** a product and business proposal as if you were planning to pitch on the TV show, **Shark Tank**.

You Run This Town Foundation is awarding up to a \$300 mini grant to youth throughout L.A. County who submit a business proposal project. Present your business proposal, concept, budget, and sales pitch in a 5-10 minute video for our team of business entrepreneurs to judge and select a winning business proposal!

### **Participant Guidelines:**

- Youth 14- 24 years old may apply
- NO PLAGIARISM!
- You may work individually or in a group of up to 3 people (If working in a group, make sure each group member submits the applicant information and photo/video waiver release pages.)
- SAVE THE DATE! All Shark Tank Jr. awards will be presented at YRTTF's Dream Big L.A. virtual event in May 2023 (specific date TBA). Awards, certificates and prizes will be presented to all award recipients for YRTTF Programs! The event celebrates all the phenomenal youths in L.A. and will feature keynote speakers, live musical performances, the YRTTF Team, and more!

### **PROJECT & APPLICATION SUBMISSION:**

- To be considered for the \$300 Shark Tank Jr. award, email your completed application with all of the items below to [team@yrttf.org](mailto:team@yrttf.org):

- (1) this completed application,
- (2) release form (part of the application),
- (3) your video project submission,
- (4) a clean/professional photo of yourself.

- Email subject line: Shark Tank Jr. Submission - (Youth's First and Last Name)

- Or you may choose to submit the online application (same requirements), available on our website at:

<https://forms.gle/roRhr4aukXcAXrZZ7>

\*Your submission may be used to impact the next group of students participating in YRTTF LA programs.\*

Questions? Email us at [team@yrttf.org](mailto:team@yrttf.org).

### **Important Dates**

**Application Opens: **Tuesday, November 1, 2022****

**Application Due Date: **Tuesday, February 28, 2023****



### APPLICANT INFORMATION

**\*Make sure to complete this section thoroughly, as this information will be used to contact you if further information is needed or to reach you when it comes time to distribute awards\***

***Please TYPE your responses.***

**1. Applicant's Full Legal Name:** \_\_\_\_\_

a. Preferred Name (if applicable): \_\_\_\_\_

b. Name Pronunciation (Sample: Henri Martin = Hen-ree Mar-Tin): \_\_\_\_\_

c. Preferred Pronouns: \_\_\_\_\_

**2. Mailing Address**

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**3. Telephone number:** ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

**4. Email address:** \_\_\_\_\_

**5. Date of Birth:** \_\_\_\_\_

**6. Gender:**     Female     Male     Non-binary     Other: \_\_\_\_\_

**7. School / Organization:** \_\_\_\_\_

**8. Grade Level:** \_\_\_\_\_

**9. Ethnicity:**

- American Indian / Native American                       Caucasian / White
- Asian / Pacific Islander     Hispanic / Latinx
- Black / African American     Biracial / Other: \_\_\_\_\_

**10. Family gross annual income from 2021 Income Tax form 1040 Line #11:**

- < \$20, 0000     \$20,000-\$40,000     \$40, 000-\$60,000
- \$60,000-\$80,000     > \$80,000

**\*If you are UNDER the age of 18, please have a parent or guardian read and sign the following release form. If you are 18 years or OLDER you may sign the release form yourself.**



**PHOTO/VIDEO AND WRITTEN MATERIAL RELEASE**

In consideration for allowing, \_\_\_\_\_, (hereinafter referred to as minor)  
Minor's Name

to participate in the You Run This Town Foundation workshops, programs, and/or events,

I \_\_\_\_\_, (parent or guardian of minor) acting on behalf  
Parent/Guardian's Name

of the minor, hereby give, release, and discharge the You Run This Town Foundation, my written permission to copyright or publish all photographs, films, drawings and written material in which the minor appears in and/or have written, while involved in the You Run This Town Foundation programs. I further agree that You Run This Town Foundation may transfer, use or cause to be used, these photographs, films, drawings, and written material for any and all exhibitions, public display, publications, commercials, art and advertising purposes, without limitations, reservations, or any compensation, other than a receipt of which is hereby acknowledged.

I hereby represent that I have carefully read and understand the contents of this document and sign the same of my own free will.

**Parent/Guardian's name (print):** \_\_\_\_\_

**Parent/Guardian's signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

***(Include address of parent/guardian, if different from the applicant's listed in Question 2.)***

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Parent/Guardian Telephone #: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

**Enter the names of  
your additional group  
members**

*(enter N/A if not applicable)*

**\*Note which member is  
submitting the full  
application form\***



## PROJECT INSTRUCTIONS

**\*Complete the first 3 phases of the project here to support your video submission (phase 4)\***

### PHASE ONE: BUSINESS PROPOSAL & CONCEPT

- Work individually or in a group of **up to 3 people**.
  - ***If working in a group, make sure each group member submits the applicant information and photo/video waiver release pages.*** All group members must participate and **speak** during the presentation.
- Dress in business casual attire for the presentation.
- Create a **unique** product, good, or service concept.
- Develop a business plan and create a **Marketing Plan** that addresses the following (use the space below for quick answers to each question, you may give further details in your video):

1. What is your company/product called?	
2. What is your slogan?	
3. Attractive visual like a poster, flyers to pass around, or PPT	*Include in video*
4. Owners and roles	
5. Business logo	*Include in video*
6. Purpose Overview (Mission Statement)	

*Mission Statement example:*

McDonalds - "To provide fast food customer food prepared in the same high-quality manner world-wide that is tasty, reasonably-priced & delivered consistently in a low-key décor and friendly atmosphere."

### PHASE TWO: BUDGETING

- **How much would it cost** to manufacture this product? Research the following to answer:

1. Office space/warehouse/factory rental	
2. Utility costs (electricity/water)	



3. Product costs (all the things you would need)	
4. Labor	
5. Advertising (Be specific, look up rates for billboards, radio, Social Media, etc.)	
6. How much would you sell your product for? (Would people pay this price? How many buyers do you estimate?) Be sure this is <b>REALISTIC</b> , research similar markets, poll your classmates!	
7. What do you expect your annual profits to be?	
8. What does each unit or service cost to create?	
9. Who are your target consumers? Region/state/Age? / Gender? / Income level/social class?	
10. Who is your competition, and why are you better than them?	

**PHASE THREE: SALES PITCH**

1. What startup costs would you incur?	
2. How much money do you want from the Sharks?	
3. How much ownership of your company would you be willing to offer?	
4. Where do you see your company in ten years?	



5. Why should the sharks invest in your company?

### **PHASE FOUR: VIDEO**

\*Come up with a creative way to pitch your idea to the sharks (ex: commercial, video/jingle, etc.)\*

Create a 5 to 10 minute video explaining your business in phases 1-3. Remember your goal here is to convince us why your business is the best!

#### **Questions to think about when creating your video:**

- How much growth could you expect in (1, 3, 5, years)?
- Do you have any sales to date?
- How much does it cost to make one of your units/services?
- Who are your competitors?
- Why should I invest in your business?
- How is your product unique?
- Who is your target consumer?
- Where would you like to advertise this product?
- What opportunities will you take advantage of with this product/service