



# #SharkTankMuseum2016

**The #SharkTankMuseum aims to bring exciting and innovative ideas to life! Reflecting upon your purpose statement and newfound knowledge and skills, you will prepare an elevator pitch and marketing campaign for the #SharkTankMuseum! Judges will review your presentations and are prepared to invest real dollars in YOUR ideas.**

## Rules and Guidelines

- Participants must work in groups of three or more people. Maximum group size can be 7 people. Group members do not have to be from the same geographic area.
- Each group must prepare a (1) 1-2 minute elevator pitch and a (2) marketing campaign to display during the #SharkTankMuseum. Please review the Elevator Pitch suggestions on the following pages to help you prepare. Your elevator pitch and marketing campaign must address the Judges Criteria.
- Judges will review the presentations and have the opportunity to invest real dollars in specific projects. Each judge has at least \$1000 to invest. Judges can invest at their discretion and will likely invest multiple projects. If a judge chooses to invest in a project, then s/he must invest at least \$50 with \$50 increments per investment. Approximately \$7000 is available for investment.
- Please note that specific judges and the total investment amount may change.
- Groups will receive a number and bid sheet for the judges to record their investments on during the judging period.
- At the end of judging, judges will choose three top projects to present to all attendees at the Summit on the stage in the Beit Am.

# Judging

***Judges will use the following questions to guide their investment choices.***

- What need(s) does this idea address for an individual, local community, Jewish people, and the world?
- How many people have the potential to be impacted by this idea? (1, 10, 100, etc.)
- How easily can this idea be implemented at home? Replicated?
- What kind of impact would seed money have in developing this idea into a significant project?

***Each judge has at least \$1,000 to invest at his or her discretion, which provides a total of \$7,000 in investments. Please note that this specific list of judges and total investment amount may change.***

- Jeffrey Bank, CEO of The Alicart Restaurant Group (investing personal funds)
- Louis Bordman, Senior Director of URJ Eisner Camp (investing on behalf of URJ Eisner Camp)
- Patti and Louis Grossman, President of The Grossman Companies, Inc. (investing personal funds)
- Evan Mallah, Principle of Edge Principal Advisors, LLC (investing personal funds)
- Eileen Shapiro, Director at Partners HealthCare (investing on behalf of the Northeast Teen Collective)
- Debby Shriber, Director of URJ Crane Lake Camp (investing on behalf of URJ Crane Lake Camp)
- Roger Tillis, Activist and Philanthropist (investing personal funds)

## Winners will...

- be highlighted in a URJ publication;
- receive the allocation of funds throughout the development process at the discretion of the Director of the Northeast Teen Collective; &
- receive ongoing mentorship and support from the Director of the Northeast Teen Collective.