

Group Name: _____

PITCHES & MARKETING IDEAS

Using the website below, think of products that you like from the websites and WHY they attract you, even if the products would be for someone else. Visit the following sites and fill out the chart:

Website	Products You Like/Want Choose at least 1 per website - even if you like it for someone else (presents!)	Why? What stood out to you about these products?	Read the “about” section of the company - in ONE sentence, what is something that stands out to you about the way it started?
https://wandererbracelets.com/			
https://www.serengetee.com/			
https://www.parkspiroject.us/collections/all			
https://kiweecas.es.com/			
https://www.awaytravel.com/shop/suitcases			
www.shopmoment.com			
https://www.threadwallets.com/			
https://keepnaturawild.com/			
https://www.diffejewear.com/			
https://www.puravidabracelets.com/			
https://www.parabo.press/			-----
https://www.parkspiroject.us/			

EACH OF THESE COMPANIES HAS SOMETHING UNIQUE & INDIVIDUAL ABOUT IT, THEY ARE ALL START UP COMPANIES THAT HAVE MADE IT BIG IN THE LAST 5-8 YEARS, THAT ALL STARTED WITH A LITTLE THOUGHT.

Now you're going to go to www.etsy.com. If you don't know, etsy is a site where anyone can make any craft they want and sell it. Etsy charges per posting and takes a commission out of whatever people sell. Each sale costs the merchant money, but if the sales are good enough, the merchants are willing to take the hit and pay the fees to sell their goods. You can buy anything from clothing to furniture, tech goods, musical instruments, sports memorabilia and the like.

Explore the website and fill out the table below. To start, there are a few individuals who sell more "unique" things - so check them out first.

Merchant Link	Product & Cost (choose any single product that most entices you)	Skills needed to make this item (if you don't know, read the product description to help you figure it out).	Total sales from merchant	Why would someone buy this product?
https://www.etsy.com/shop/DreamCraftbyLucy?ref=l2-shopheader-name				
https://www.etsy.com/shop/SoGoodSoWood?ref=simple-shop-header-name&listing_id=551251007&ga_search_query=travel%20gifts				
https://www.etsy.com/shop/nestNbranch?ref=simple-shop-header-name&listing_id=697443900&ga_search_query=travel%20gifts				
https://www.etsy.com/shop/ELBAboutique?ref=simple-shop-header-name&listing_id=609781615&ga_search_query=travel%20gifts				
https://www.etsy.com/shop/Lumber2Love?ref=l2-shopheader-name				

https://www.etsy.com/shop/ThunderBunnyLabs?ref=l2-shopheader-name				
https://www.etsy.com/shop/NWUrbanCottage?ref=l2-shopheader-name (literally anyone can do this.)				
https://www.etsy.com/shop/GuitarPickCollection?ref=l2-shopheader-name (Nashville is considered a "music city" which is where these merchants are located)				
https://www.etsy.com/shop/SleepyMountain?ref=l2-shopheader-name https://www.etsy.com/shop/KHIONEdesign?ref=l2-shopheader-name				
https://www.etsy.com/shop/MattMacLeanPhoto?ref=l2-shopheader-name				
FIND A MERCHANT OF YOUR CHOICE				
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Complete the table below based on your **PERSONAL** skill set. ANYTHING can be a skill if you know how to market it! Look at the example given for ideas. **(one row per person)**

Group Member's Name	Skill	Product
<i>Ms. Sutton</i>	<i>Crocheting & knitting</i>	<i>Crochet things like shirts, hats, and blankets</i>

Refine your skills and potential products. (one per person) Come up with 10 ideas of businesses that you could make & pitch for shark tank. Please remember all businesses need to have a tangible product. Try to steer clear of the cliché food and clothing unless there is something VERY special about it.

Name of your business	Product

From your list, choose your top ideas and create 4-5 elevator pitches. ***An elevator pitch is a brief description of what your company does with your mission and purpose and briefly mention what you are selling.***

EXAMPLES OF ELEVATOR PITCHES

I create illustrations for websites and brands. My passion is coming up with creative ways to express a message, and drawing illustrations that people share on social media.	I'm a lawyer with the government, based out of D.C. I grew up in Ohio, though, and I'm looking to relocate closer to my roots, and join a family-friendly firm. I specialize in labor law and worked for ABC firm before joining the government.	My name is Sarah, and I run a trucking company. It's a family-owned business, and we think the personal touch makes a big difference to our customers. Not only do we guarantee on-time delivery, but my father and I personally answer the phones, not an automated system.
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Create an elevator pitches for your top ideas.

Business name & Product	Elevator Pitch