

Dragons' Den: The Sustainability Project

Preamble

We have discussed various environmental issues and solutions that range from international agreements to simply recycling. This year's Dragons' Den will take inspiration from Boyan Slat's TED Talk, as you will now be creating your own TED Talk on an environmental issue that you are passionate about. You will have the opportunity to research various avenues and bring to life an innovative resolution; it may be a product (develop a prototype) or a program.

Some Environmental Issues that we have Discussed:

- Global warming
- Deforestation/habitat loss
- Flooding of Nogales, Mexico
(in comparison with Nogales, USA)
- Fossil fuels/greenhouse gases
- Intensive crop/animal farming
- Pesticides
- Urbanization
- Air pollution
- Fast Fashion
- Garbage disposal
- Plastic
- Other



Project Requirements

You will present a live TED Talk that is 10 minutes long that incorporates the following (does not have to be in this exact order):

Environmental Issue:

- What is your chosen environmental issue? Include factual evidence and visuals
- How has this environmental issue impacted you personally? (i.e. Boyan Slat and his inspiration)
- What are the impacts of your chosen environmental issue?
 - Social, economic, environmental, political, health, etc.?

Innovative Solution:

- What is your innovative solution to this issue?
 - Product/program development
 - Prototype, or
 - Blueprint, or
 - Description of program
- How will this product/program provide for:
 - Environmental sustainability
 - An opportunity for economic globalization
 - Affect people's lives and the environment

**Ensure you are providing sufficient evidence to support your response*

***Check out Boyan Slat's TED Talk: <https://www.youtube.com/watch?v=ROW9F-c0kIQ>*

Important Dates:

Video: due Wednesday, January 5th 2022 by 11:59 pm via Google Classroom.

For your reference:

THE PITCH: Success Criteria

Be sure to include the following in your pitch:

- Who you are and your company background
- Industry background, is there a need for your company or room in the industry?
- The problem your company is trying to solve
- The background work that you and/or your company has done
- Company evaluation (be realistic with your numbers)
- What your company plans to do with the money
- Why is it a good business idea
- Provide a visual, prototype or demonstration (depending on your product)
- List the features and benefits
- What needs will this product satisfy for the customer

What makes a good pitch checklist:

- First impression
- Identify the problem you are trying to solve
- Identify how your venture solve that problem uniquely
- Doesn't rely on facts that can be easily debated
- Is it clear
- Is it greed inducing (you should instantly get why it will make money)

<i>Reporting Strand(s)</i>	<i>Level</i>
<i>Research</i>	
<i>Communication: Visual/Written</i>	
<i>Dimensions of Thinking</i>	
<i>Social Participation</i> <i>- work ethic for work blocks</i>	