

LESSON GUIDE (LAUNCH)



LESSON DIRECTIONS:

1. Review the driving question at the beginning of class.
2. Direct students to their assigned groups for today's launch.
 - a. Remind students that this is their launch activity. This is a brainstorming activity with randomized grouping.
3. Play the two Shark Tank videos for the class.
4. After you finish playing the two videos, hand out the directions from the **Non-Profit Bios** handout.
5. Have students popcorn read the directions from the **Non-Profit Bios** handout.
6. After students read the directions, randomly assign each group a non-profit and have them find the corresponding poster in the classroom.
7. Remind students that they will have the remainder of class to finish their launch, so they should use their time wisely.
8. During the last few minutes of class, have each group share their 10-15 second pitch.

