

Business Group Name: \_\_\_\_\_

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



## Progress Checklist

These are all the tasks that each business group needs to complete to be ready to launch their product.

### Team and business introduction

- Logo
- Slogan/motto
- Picture of product

Who is your target customer: \_\_\_\_\_

### Recipe

- Ingredient list
- Directions
- Ingredient benefits (i.e. health, local foods)

### Advertise

- Audience
- Poster
- TV or Radio Advertisement

### Costs

- To make your bar
- Selling price
- Profit
- What will you do with your profit?

**Granola bar packaging**

**Other** ideas you might have...

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## STEM Den Script

### 1. INTRODUCTION

We received this from a teacher in Ottawa who created this as a Google Form and used it with her students who were struggling to stick to their business decisions.

“Hello Dragons, my name is \_\_\_\_\_, I’m \_\_\_\_\_,  
I’m \_\_\_\_\_, I’m \_\_\_\_\_ and we are 8 and 9 years old. The name of  
our company is \_\_\_\_\_. We’re here to ask you to invest in our granola bar business.”

### 2. 15-20 Second Throw

- Say something persuasive about your bars. Mason’s Marvelous Maple bars are the best in the business!
- Ask a question... Are you looking for a new, healthy alternative to the boring granola bars in Walmart? Look no further.



### 3. Two-Minute PITCH (go through your Book Creator book)

Tell a story about your business

About the bar

How we make money



The Ask

Dragons, help us \_\_\_\_\_ . Do we have a deal?

#### **4. The Dragons will ask you questions. It's your job to be prepared. Sample questions**

- Do you think your bars are too expensive?
- What was the most expensive ingredient in your recipe?
- How did you calculate the cost of your bars?
- How did you make your granola bars?
- Do you know your competition? What sets you apart from the other bars?
- What were some challenges your team faced?
- What were the key competencies you used on your team? Collaboration, Communication, Critical Thinking, Creativity, Citizenship, Character? Why?



# COMMUNICATION

for a great pitch and presentation

**Awarded to:**

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# CRITICAL THINKING

for clearly sharing the cost and challenges of your business

**Awarded to:**

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# CREATIVITY

for a high-impact, great looking logo and slogan

**Awarded to:**

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# CREATIVITY

for a tasty recipe and delicious bar

**Awarded to:**

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# COLLABORATION

for the teamwork that was shown  
through your presentation

**Awarded to:**

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# CHARACTER

for an overall, excellent project

**Awarded to:**

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## Our Granola Bar Business - Decisions We Have Made

We received this from a teacher in Ottawa who created this as a Google Form and used it with her students who were struggling to stick to their business decisions.

1. Our Team includes: \_\_\_\_\_
2. Our Business Name is: \_\_\_\_\_
3. Our Slogan (motto) is: \_\_\_\_\_
4. We have decided on a logo (mark only one answer)
  - Yes
  - Not yet
5. Our Granola Bar base flavour preference is (only mark one):
  - a. honey
  - b. cinnamon
  - c. maple
  - d. date
  - e. soy butter
  - f. other



6. Our second Granola Bar base flavour preference is (only mark one):

- a. honey
- b. cinnamon
- c. maple
- d. date
- e. soy butter
- f. other

7. Our Granola Bar sweet add-in preference is (only mark one):

- a. icing
- b. chocolate chips
- c. sprinkles
- d. cookie dough
- e. marshmallow
- f. other

8. Our Granola Bar fruit preference #1 is (only mark one):

- a. raisin
- b. strawberry
- c. apple
- d. apricot
- e. banana
- f. mango
- g. peach
- h. pomegranate
- i. grape
- j. dragon fruit
- k. coconut
- l. cherry
- m. other

9. Our second Granola Bar fruit preference #1 is (only mark one):

- a. raisin
- b. strawberry
- c. apple
- d. apricot
- e. banana
- f. mango
- g. peach
- h. pomegranate
- i. grape
- j. dragon fruit
- k. coconut
- l. cherry
- m. other