**St Paul’s Collegiate Crocodile Pit**

Based on Dragon’s Den concept.

**Introduction:**

This pilot activity aims to produce an idea in innovation. Innovation is one of things Kiwis are famous for! Innovation is also one of the Fieldays’ founding principles and they run an Innovation awards scheme that the St Paul’s Crocodile Pit may well provide a springboard for an innovative idea, that a successful group could take to the next level. Essentially groups of students from the 301 COE Agricultural Science and Business class are to come up with a concept or idea that has agricultural relevance that they think will make money, design and develop the idea and sell their idea to a panel of experts (the Crocodile Pit).

**Concept Idea:**

* Must have agricultural relevance
* Could be an new Ag product (app or machine for e.g.)
* Could be something that adds value to an Agricultural primary product (e.g. Lewis Dairy Chocolate milk?)
* Could be an innovative service to the Ag sector

**Groups:**

* Groups will be self –selected 3 or 4 students
* They will elect a Chairman, Secretary and Treasurer.
* Design a company name and logo.
* Collectively prepare a 5 -10min pitch (including question time) to the Crocodile Pit

**Timing:**

* Term One Wk 2: Groups to be formed, Concept Introduced. Start of information dissemination to groups.
* Term One Fri Wk 5: Concepts/Innovations discussed with teachers.
* Term One Fri Wk7: Company progress appraisal #1
* Term One Fri Wk 9: Company progress appraisal #2
* Term Two Wk 2: 27th April. Crocodile Pit Pitches. Periods 4 & 5

**The Task:**

* You are to design an innovative agricultural product/service that you think will make money and deliver a pitch for your product to the St Paul’s Crocodile Pit. The Crocodile Pit is a knowledgeable team of investors that will invest in the top three products, based on criteria outlined below.
* Your pitch should include:

1. A drawing of the agricultural product, or the actual product
2. Produce a costing sheet, including the cost of market research, materials, packaging, distribution, and marketing as well as the recommended retail price. I.e. a business plan –see link below
3. Design a company name and logo, identifying your target market.
4. Use market research to persuade the Crocodiles that people will want your product.
5. Design the packaging and consider the lifespan of the product- is it a novelty item that will only be popular for a short period, or could it have longevity?

**The Crocodile Pit Marking Criteria:**

There are six categories in the marking criteria:

* Business Practice & People (maximum 15 marks)
* Marketing (maximum 15 marks)
* Operations (maximum 15 marks)
* Finances (maximum 15 marks)
* The Pitch (maximum 15 marks)
* Innovation (maximum 25 marks)

Details of a breakdown to follow!

**The Crocodiles! (proposed)**

Nick Dromgool (General Manager commercial) from Field days

Tony Egan, Greenlea Meats

Dean Bell, Waikato Milking systems

Geoff Laurent, Shoof International

Bob Weir, Business consultant (Agreed)

**The Reward:**

* Successful companies would be encouraged to enter the Fieldays Grassroots Innovation Awards
* $500 prize money would be split amongst the top three groups.

**Business plan website:**

<http://www.business.govt.nz/starting-and-stopping/entering-a-business/before-you-start-a-business/business-plan-template-tool>