



DRIVING QUESTION

How can persuasive communication and strong arguments convince others to invest in change?

PROJECT SUMMARY

In this project, students act as innovators and advocates, identifying a real-world problem they care about and developing a persuasive solution. Working in teams, they will research the issue, craft a line of reasoning with credible evidence, and create a Shark Tank-style pitch designed to persuade an “authentic audience” of “investors.” Along the way, students will refine their rhetorical strategies, strengthen their collaboration and presentation skills, and learn how persuasion can drive action. The project concludes with a live pitch event where the strongest ideas are highlighted by the panel.

REAL-WORLD CONTEXT

Students mimic an authentic business and advocacy environment, where persuasive arguments are needed to secure support and funding. The project models real-world “pitch” competitions and social entrepreneurship.

PRODUCTS & AUDIENCE

Students will create a slide deck and do a live presentation to a panel.

STUDENT REFLECTIONS

- “We presented to some of our teachers about the proposals. They gave very honest and detailed feedback which was greatly appreciated and if we were to present this for a real proposal, we would know what needed to be changed.”
- “Presenting helped us gauge how feasible our product would be what the realistic reception to our pitch would be.”
- “It was cool to see how you can use logos, pathos, and ethos to convince an audience to solve an issue in your community.”
- “Working with others expanded my thoughts.”
- “I was able to turn small ideas into big ideas to impact our community, much like how biopharm helps the community while also helping me to practice business managing skills.”

NC PORTRAIT OF A GRADUATE SKILLS GAINED



COLLABORATION



COMMUNICATION



LEARNER'S MINDSET



PERSONAL RESPONSIBILITY



CRITICAL THINKING



ADAPTABILITY



EMPATHY

TEACHER REFLECTION

“Overall, Shark Tank: Change Edition proved to be an impactful project that strengthened students’ AP Lang writing skills while giving them a platform to advocate for meaningful change. It supported content mastery, fostered collaboration, and aligned seamlessly with AP standards for argumentation. I look forward to refining and repeating this PBL in future semesters.”