



Judges Orientation Training

PURPOSE

- The purpose of this training is to give judges an overview of what ***Shark Pond*** is and their important role in the success of the show.

OVERVIEW



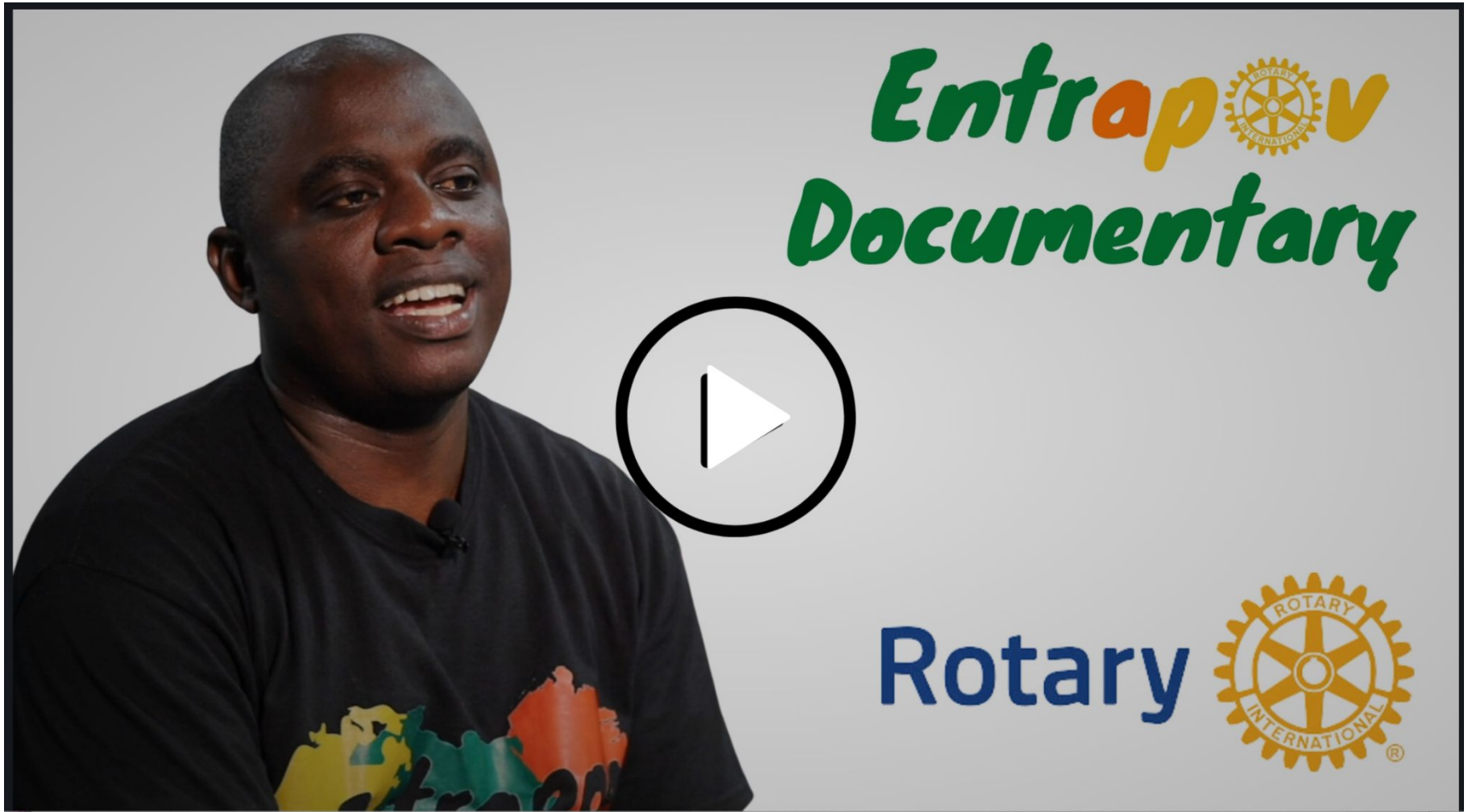
OVERVIEW - What is covered:

- What is Entrapov?
- What is a *Shark Pond* Show?
- How do Judges participate?
- Who are sponsors?
- How are contestants chosen?
- What does the host do?
- How do I prepare for a show?
- What are pitches?
- What questions can we ask contestants?
- How do we pick winners?
- How are awards handled?
- What is the follow up after the show?

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WHAT IS ENTRAPOV?



WHAT IS ENTRAPOV?

- Is an organization that brings charitable donors together with African entrepreneurs in need of micro-funding.
- Is a motivational company that encourages business start ups
- Partners with other service organizations committed to growing local economies and building communities.
- Is a recognized IRS 501c(3) charity

WHAT IS SHARK POND?



WHAT IS SHARK POND?

- ***Shark Pond*** - A TV style game show, broadcast on Zoom, designed to provide entrepreneurs in Africa with desperately needed microloans for small businesses
- Each episode acknowledges the help of several strategic partners: Rotary International, the LDS Church, many individual facilitators & trainers
- Episode credits thank generous donors, contestants, judges, and fans for making ***Shark Pond*** possible.

WHAT IS SHARK POND?

- **HERE ARE THE SHOW RULES:**
 - Guest judges change each month to give many families, clubs, and individuals a chance to experience this rewarding service opportunity
 - Episodes run once a month on Zoom.
 - Show target length is 45 minutes
 - Generally two contestants appear on the live show to compete for a business grant of up to \$1000.

WHAT IS SHARK POND?

- **THE SHOW FORMAT WORKS LIKE THIS:**
 - Show opens with warm welcome from the Host who makes introductions & acknowledgements
 - Judges listen to 5 minute pitches from contestants (generally two contestants).
 - Judges have 5 minutes with each contestant to ask questions. (20 minutes total)
 - Judges then deliberate privately for 10 minutes

WHAT IS SHARK POND?

- **SHOW FORMAT** (continued)
 - During deliberations, informative videos, past highlights & teasers, play to the audience
 - Judges return, ask final questions and make comments.
 - The **Sponsor** judge announces the winner of the show who receives their startup funds
 - Host explains PRIZES, makes closing comments, invites everyone to like, subscribe, and spread the word about **Shark Pond**

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SHOW PREP



SHOW PREP

- Contestants prepare a business packet that is given to judges 2 weeks in advance of the show so they can prepare.
- Packet contents include:
 - Detailed funding request
 - Financial & pro forma statements
 - Background and experience of applicant
 - Access to preview 'pitch video'

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ROLE OF JUDGES



ROLE OF JUDGES

- Generally 3 to 4 Judges participate in each episode
- Judges represent sponsors, families, or teams
- Review the business packet from contestants
- The day of the show the judges appear live, listen and interact with entrepreneurs during the business pitches
- Judges deliberate privately together to discuss strengths and weaknesses of the business ideas

ROLE OF JUDGES (cont)

- Judges rejoin publicly and provide constructive feedback to contestants about their ideas ‘pitches’
- Judges determine the show winner, award funding, and explain their choice
- Provide helpful feedback, encouragement and to congratulations to both contestants Judges choose one **mentor** from their club/family to be a friend and liaison between the entrepreneur and the sponsor entity, providing updates, success stories, etc.

ROLE OF JUDGES (cont)

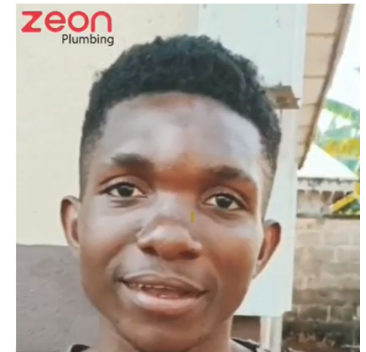
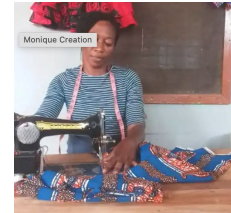
- After the show the *mentor* follows up with contestant about once a month using Whatsapp or Facebook messenger to report back to their sponsor
- Note: In advance of the show, judges will be provided with a list of ‘generic business questions’ they might ask contestants in a typical ‘pitch’ scenario

ROLE OF SPONSORS

- Sponsors must provide a minimum of \$1000 per episode for startup funding
- Funds are donated to Entrapov who oversee the awards and accounts for proper and transparent spending of grant money
- All sponsor funds go to contestants (beneficiaries).
- No sponsor funds are used to pay for Entrapov overhead or for entrepreneurial training certification classes
- Sponsor is prominently acknowledged in and receives a copy of the episode for their use

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ROLE OF THE CONTESTANT



ROLE OF THE CONTESTANT

- Contestants are required to have completed a 12 week business training course or equivalent
- Provide in advance a business packet to the judges
- Agree to appear live on the show and answer questions
- Must pre-record a 'pitch video'
- Must abide by judges decision
- Must agree to pay back the micro loan over 24-months to the Perpetual Entrepreneurship Fund

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ROLE OF THE HOST



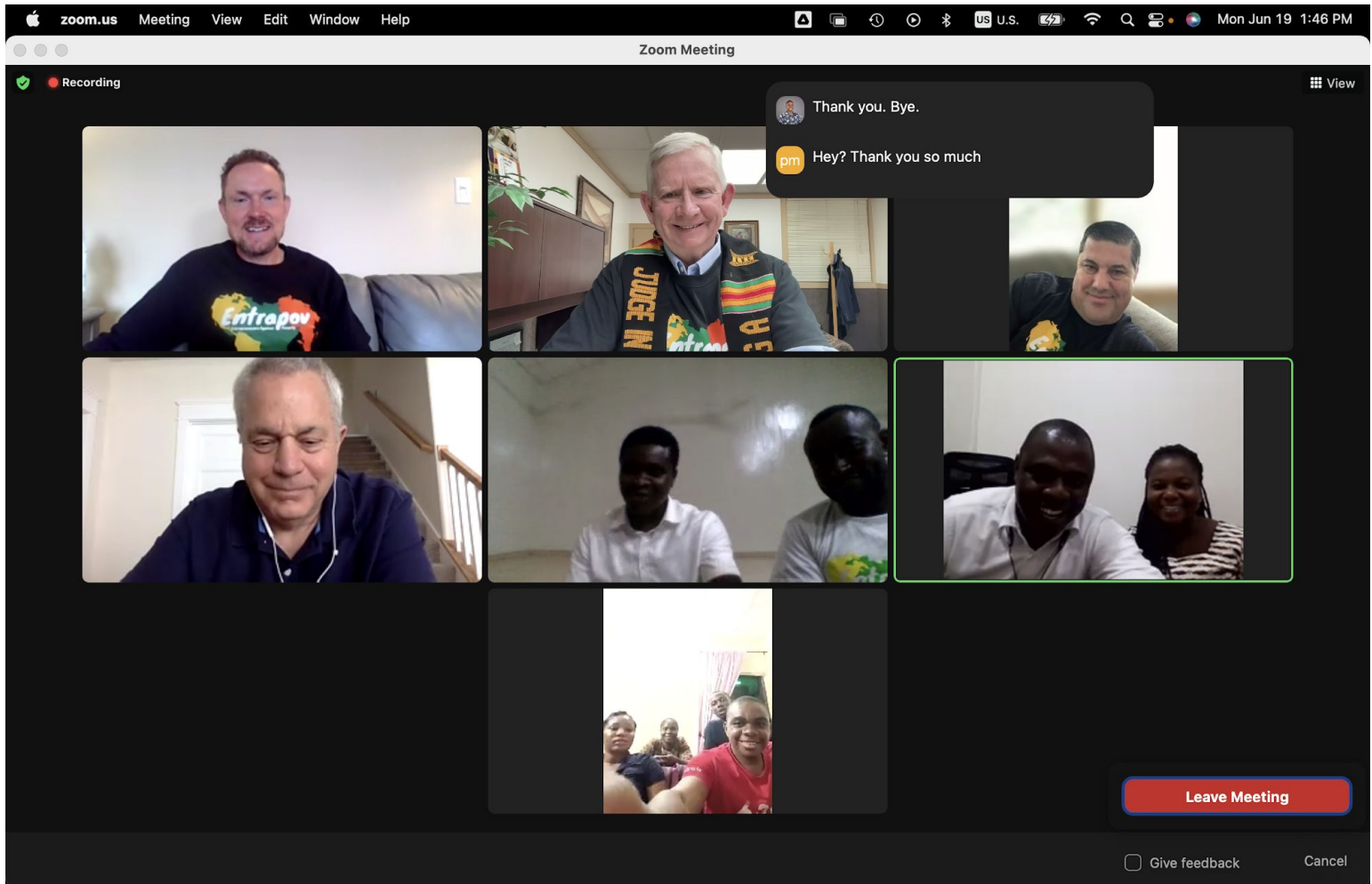
ROLE OF THE HOST

- Ben Davidson is the Host of the show
- Welcomes everyone
- Introduces the audience to the judges & contestants
- Explains the 'Rules of the Game'
- Moderates, translates, clarifies, during the show
- Opens and closes the show appropriately

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ROLE OF THE AUDIENCE



ROLE OF THE AUDIENCE

- Audience members watch but do not ask questions.
- Audience includes sponsor organizations members, families and friends of show participants, and social media fans

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AWARDING THE PRIZES



AWARDING THE PRIZES

- Judges award up to \$1000 grand prize to the winner selected by the judges
 - Entrapov awards a \$50 prize to the runner up and they can pitch again in a future show after making recommended changes
 - Host awards a \$100 prize to the 1st place contestant's facilitator who taught the contestant's business class and helped them prepare

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AFTER THE SHOW



AFTER THE SHOW

- Episodes are edited, then posted on the Entrapov website and shared on social media (Youtube, Facebook, etc)
- Entrapov publicizes upcoming episodes to potential & former contestants, judges, sponsors and fans via email & social media

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QUESTIONS?

