

Dragon's Apprentice

What is it?

A ruthless, creative entrepreneurial team challenge. Looking up from your notes, your eyes are met by several sets of daunting glares. Your hand begins to tremble and as a bead of sweat rolls down your forehead, you tentatively begin your pitch...

A fearsome amalgamation of television's 'Dragons' Den' and 'The Apprentice', this challenge tests powers of reasoning, presentation and persuasion against a set of formidable business thinkers. Will you be hired, or fired?

How does it work?

The aim is to pitch a fictional product successfully to a number of 'dragons' – intimidating business experts with the power to make or break careers and aspirations.

Dragon's Apprentice is separated into three phases; planning, pitching and finale. The whole event is hosted by our answer to Alan Sugar – Lord Canderel.

Lord Canderel is a straight talking business mogul and explains to the delegates that his company is looking for new blood. He will be hiring those who are creative, able to think on their feet, and perform under pressure.

Teams are formed, with each allocated pitch and investment budgets as the planning stage begins...

Product Pitching Phase

In the product pitching phase, teams go through a number of 'dry run' pitches. Refereed by MotivAction facilitators, teams rotate around the room and pitch their products to each other.

Teams then use their investment budget on the product ideas they feel are most promising.

After all have had the chance to pitch, Lord Canderel takes the floor. Armed with notes on team performances jotted by the facilitators, he will pick on each team individually - highlighting their strengths or weaknesses with sharp and amusing feedback.

After 'firing' a number of teams, Lord Canderel announces the 3 teams with the highest amount of investment accumulated. These teams will then take part in the head-to-head finale.

The Finale

After all the pitching practice, teams should have their abilities honed. However, now comes the part everyone has feared; time to face the three Dragons. In this case the Dragons may be senior members of your company.

The finalists pitch their product to the whole room - with the Dragons sitting in. After the deliveries, the Dragons will grill the pitchers with product and business specific questions to find out how well thought out their arguments are, and how well they cope under pressure.

Every audience member will then vote on the product they see as the most successful idea. When the votes are counted, the team with the most votes are the winners, and are 'hired' by Lord Canderel.



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Who is it suitable for?

- Colleagues / teams
- Teams wanting to develop better communication, creativity and presentation skills
- All ages, genders and business backgrounds
- Businesses wanting to develop or design a new product, service or idea

What are the benefits and outcomes?

- Effective teamwork
- Improved presentation and negotiation skills
- Planning and preparation capabilities
- Learn to cope under pressure and think on your feet
- Creativity and confidence

Enhancements

- Replace Lord Canderel with a celebrity presenter or speaker
- Put delegates through a presentation skills workshop to get the best from their pitching ability
- Add in a stock market option - where teams buy each others' shares. The team investing the most, alongside the team with the most accrued investment face the Dragons
- Introduce a range of other challenges offering extra cash for product budgets
- Capture pitches on film, then use our video production service for a celluloid memento of the day
- The challenge can be tailored and scripted in any way to suit objectives
- Teams can use designed, filmed and edited video adverts to support pitches

Timing and Logistics:

Number of people	8 - 800+
Duration	1½ – 4 hours
Venue / Logistics	Indoor or Outdoor
What we supply	All characters, facilitators and equipment necessary for the challenge (wall backdrop, staging with Dragon's chairs and tables). Pre event planning and on site management.
Pricing	On application
Health and safety	Risk Assessed & £10million Public & Product Liability and Professional Indemnity Insurance

