

“Shark Tank” Marketing Project At Ephrata High School

Written by Administrator

Friday, 19 November 2010 04:12 - Last Updated Tuesday, 20 January 2015 06:52



(Shopping News Photo by Donald Reese)

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“Shark Tank” recently came to Ephrata High School, courtesy of Greg LoPiccolo’s Sports and Entertainment Marketing class. The venture is sponsored by the Ephrata Chamber of Commerce. The marketing class was broken into teams who came up with a new product idea. Students then pitched their ideas to local business leaders as they do on the popular television show. Business leaders then voted on the best overall sales pitch and chose a winner. The Ephrata business community has donated prizes for all the students in the class. LoPiccolo feels the project is a great opportunity for students to express their marketing and entrepreneurial prowess.

Rankings include: 1. PPS Innovations – Snow Slayer (Snow Shovel and Salt Dispenser in One) - Zac Schaller, Nikita Patrushev and Monica Pogue; 2. Smart Thinking – Easy Stop (Car Door Protector) - Tim Moore, Zach Shellhammer and Aubrey Zimmerman; 3. Mounts Inc. – Eversoles (A Long Lasting Athletic Sole for your Feet) - Torey Shotzberger, Caroline Stauffer and Kyle Sadorf.

The Mounts Inc. team is shown in the photo pitching their product.

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