**Dragon’s Den activity**

In this activity, your team has 2 roles:

**Role 1:** your team will represent a group of innovators promoting a cutting-edge brain exploration technique. Your goal is to create a compelling information sheet about your technique and deliver a persuasive sales pitch to convince others to "invest" in your product.

**Part 1: Create Your Information Sheet**

Prepare a one-page information sheet that clearly explains your assigned brain exploration technique. Include the following:

1. What the technique does

Provide a brief description of its purpose. What specific aspect of the brain does it help explore or understand? (anatomy, function, connectivity?)

1. How it works

Explain the underlying science or technology. How does the technique achieve its goals?

1. Applications

Give at least one practical example where this technique can be applied. For instance:

How could it help diagnose or treat a brain-related disorder?

How could it advance neuroscience research?

**Part 2: Prepare Your Sales Pitch**

In your pitch, you'll act as sales representatives competing for investments. Focus on convincing other teams to "buy into" your technique. Your pitch should include:

1. The value of your product
	* Highlight what makes your technique unique or superior compared to others.
2. Applications and benefits
	* Emphasize the practical uses of your technique and how it can solve real-world problems.
3. Cost and accessibility
	* Provide an imaginary price range and discuss why your technique is a good investment.

Be creative! You can use visuals, demonstrations, or role-play elements to make your presentation stand out.

**Role 2**: After all teams have presented their pitches, it’s time to invest! Your new role is to become investors. Each team will have a fictitious $3 million to allocate across one or more techniques. Remember:

* **You cannot invest in your own technique.**
* Decide how to divide your $3 million budget based on the presentations and your evaluation of the techniques' potential impact and feasibility.
* Investments will be secret and anonymous.

Once all investments are submitted, the results will be tallied to determine which brain exploration technique attracted the most funding.