



NEWS RELEASE

Wayne Township Board of Education

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For Immediate Release

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WAYNE VALLEY ENTREPRENEURSHIP STUDENTS SPEAK WITH SHARK TANK ENTREPRENEUR, JUNIOR DESINOR

By: Julia Teicher and Kathryn De Stefano

Students in both Ms. Quintino's Entrepreneurship class and Mr. Martinez's College Business class had a different classroom environment on Thursday, January 19th. Students gathered in the media center and got to video chat through Google Hangouts with Junior Desinor, a successful entrepreneur from the hit television show, *Shark Tank*.

Desinor, the owner and brains behind his business, TOOR, spoke with the students about what it takes to become a successful entrepreneur. TOOR developed an innovative lockbox, operated through an app, which allows people to have secure access to unlock the lockbox, revealing the key compartment. It is mainly used for real estate purposes, and the app integrates with real estate listing and licensing services so users can vet potential buyers, agents and brokers. You can also schedule appointments and share keys with ease.

As Desinor discussed his own experience in high school and college, students were able to understand how he became who he is today. The entrepreneur also elaborated on how he prepared for his pitch on *Shark Tank*. His advice for pitching a product that could change your life is keeping it natural and staying relaxed. This insight resonated with the Entrepreneurship students that will be pitching their own business ideas next week in a competition.

During the video call, students were open to ask questions and discuss the topics they are currently studying in class. After seeing an outside perspective on entrepreneurship in the real world, the students walked away with new insight into the world of business.



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