



SHARK MAKERS

NEWSLETTER - FEBRUARY 2026

EMPOWERING THE NEXT GENERATION

SEASON 11 2025-26

January Recap

Workshop 1 @ Accenture



Jan 13 – Jacquie Madison of Accenture explored human-centered design with accessibility at the core. Students dove into building customer personas, crafting surveys, and uncovering real user needs. Teams brainstormed and collaborated to bring their ideas to life, discovering new insights about their customers along the way. They then pitched their solutions in Mini Shark Pitches, presenting ideas designed around genuine customer challenges and receiving insightful feedback from the Sharks. The workshop left students energized and inspired to refine their concepts for maximum impact.

Trident Award Winner: Pathable



Workshop 2 @ Vaco



Jan 20 – Our speaker, Nisha Patel of the Tampa Bay Product Group, guided students through a deep dive into product strategy, with a focus on delivering real customer value. Teams explored the customer journey, mapped key touchpoints, and developed use cases to uncover how users interact with their products. During Mini Shark Pitches, students put their ideas to the test, receiving sharp, actionable feedback from the Sharks to refine and elevate their strategies.

Trident Award Winner: Rhova



Support Our Teams!



In doing so, you are helping our students gain real-world business experience, fueling their creativity and empowering them to bring their ideas to life. **Together, we are developing the changemakers of tomorrow.**



DONATE ❤️

What's Coming Up?

February

Workshop 3:

Get ready for Workshop #3, where students will explore the world of **UI/UX, User Experience, and Architecture** with **AWS experts Guilherme Sesterheim and David Malone**. Teams will learn how to design engaging, intuitive products and structure their ideas like real tech professionals.

Feb 10th



Principle

Workshop 4:

In Workshop #4, students will focus on **methodologies, product testing, and marketing strategies** to refine their ideas. Teams will learn how to validate their products, make informed adjustments, and confidently present their ventures like real entrepreneurs.

Feb 24th



Vaco

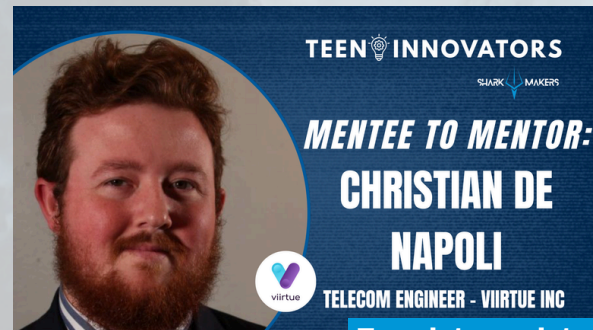
THANK YOU!



accenture Principal vaco

Thank you for hosting our workshops!

Thank you for filming our journey.
We can't wait to see the docuseries!



Tune into our latest episode



Get your SharkMaker Swag

Get Our SharkMakers Merch Now!

FEBRUARY HOLIDAY SPOTLIGHTS

