

# Shark Tank Analysis

Directions: As we watch each episode of Shark Tank, answer the questions below based on the business presentations to the Sharks.

Note: To receive full points for this week's assignment, you **MUST** respond in full sentences, with no spelling or grammatical errors (run spelling & grammar check and/or use Grammarly). Your responses should be detailed and thoughtful.



1. What is the product and business name?
2. What is the valuation, based on the amount requested from the Sharks for the percent of the business?
3. What will the investment \$\$ be used to improve?
4. What is the product designed to do?
5. Who do the business presenters note as their target market?
  - a. Which type of segmenting of the market is being used - demographics, psychographics, or geographics?
6. AT THIS POINT, which Shark(s) do you think might invest in this product?
7. Do you believe there is a market for product? Why or why not?
8. How is the product being marketed?
9. Where is the product being manufactured?
  - a. Could production costs be lowered by producing elsewhere?
  - b. If so, should the move be made? Why or why not?
10. What are current sales? What is the current debt amount?
  - a. Does this concern you? Why or why not?
11. Are there any prior investors? If so, what level of debt/equity do they represent?
12. Would YOU invest in this product? Why or why not?

- a. If YES, update your portfolio.
13. Which Sharks, if any, made an offer?
- a. What were the details of the offer?
  - b. If you would have made a different offer, what would it be (assuming you were a Shark and had the \$\$ available)?
14. Was an offer accepted? If so, what was the valuation of the company based on the final deal? Which Shark's offer was accepted?
15. What feedback did the Sharks give about the product?
- a. Pros
  - b. Cons
16. Was there any business idea that you thought of based on this episode?
17. If this were your product, what would you do differently, either in the presentation or in the design, pricing, marketing, etc.?
18. What more do you want me to know that I didn't ask about?