



**LAUNCHING
YOUR
BUSINESS
CONCEPT ON
SHARK TANK**

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My Goal in creating this instructional course is to prepare entrepreneurs with the intellectual skills required to be selected to appear on the Hit TV Series, Shark Tank.

COURSE OBJECTIVES

By the end of this course:

- The Entrepreneur will learn to analyze the components of their Business Plan to compile key financial information to have available for Shark Tank Presentation.
- The Entrepreneur will understand how to make a good pitch during the Shark Tank Presentation.
- The Entrepreneur will be able to apply the information from the Instructional Module in preparing for the Shark Tank Audition.



KNOW YOUR NUMBERS

- a. What are your sales?
- b. What are your costs?
- c. How much debt do you have?
- d. How much inventory do you have?
- e. Are all your numbers on the

CREATE AN ENGAGING PITCH



a. Tell a great story and make an emotional connection.



b. Promote yourself as a savvy businessperson.



c. Have a good narrative & stand-out



d. Come in with a negotiation strategy.



e. Keep your cool.

PREPARING FOR THE AUDITION

Prepare	Prepare, prepare, prepare.
Make	Make your presentation visual and interactive.
Keep	Keep it simple yet lively.
Practice	Practice your pitch in front of real people first.
Do	Do your own public relations and get ready to fill orders

COURSE ASSESSMENT

Question 1: One of the best signs of a well-run business is that you do not have a whole bunch of products lying around.

Question 2: Don't tell the Sharks about your sales. Company Sales are confidential, and they do not need to know.

Question 3: One of the most common reasons why entrepreneurs fail to land a deal on *Shark Tank* is because they do not negotiate well.

Question 4: You should watch all the existing seasons of Shark Tank and write down every objection any shark has ever asked an entrepreneur.

Question 5: Sharks are very analytical and like complicated presentations.

Yes

No

Reveal
Answer

CONGRATULATIONS ON COMPLETING THIS COURSE.

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OPEN EDUCATIONAL RESOURCES (SEE TWO VALUABLE RESOURCES)



Microsoft Word Document

READ MORE IN THE SHARK TANK E-BOOK



Microsoft Word Document