

TOP 10 SHARK TANK

questions every entrepreneur needs to ask

1 WHY DID YOU PICK THAT PRODUCT NAME?

2 WHY ARE YOU DIFFERENT THAN YOUR COMPETITION?

3 WHAT MAKES YOU THINK CONSUMERS WANT THIS PRODUCT?

4 HOW DO YOU SELL YOUR PRODUCT?

5 WHAT IS YOUR MARKETING SPEND?

6 WHY DO YOU VALUE YOUR COMPANY THE WAY YOU DO?

7 ARE YOU TARGETING THE RIGHT CUSTOMER?

8 HOW WILL YOU USE THE MONEY TO GROW YOUR BUSINESS?

9 CAN YOUR PRODUCT BE MASS PRODUCED WITHOUT COMPROMISING QUALITY?

10 HOW BIG DO YOU THINK YOU CAN BE IN 2-3 YEARS?



KNOW YOUR NUMBERS





- What are your sales?
- What are your costs?
- How much debt do you have?
- How much inventory do you have?
- Are all your numbers on the table?

There will be a 5 Question Multiple Choice Exam at the end of this Session.
(Must score a least a 75% on all 3 Course Exams to get a Course Certificate)





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.

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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



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