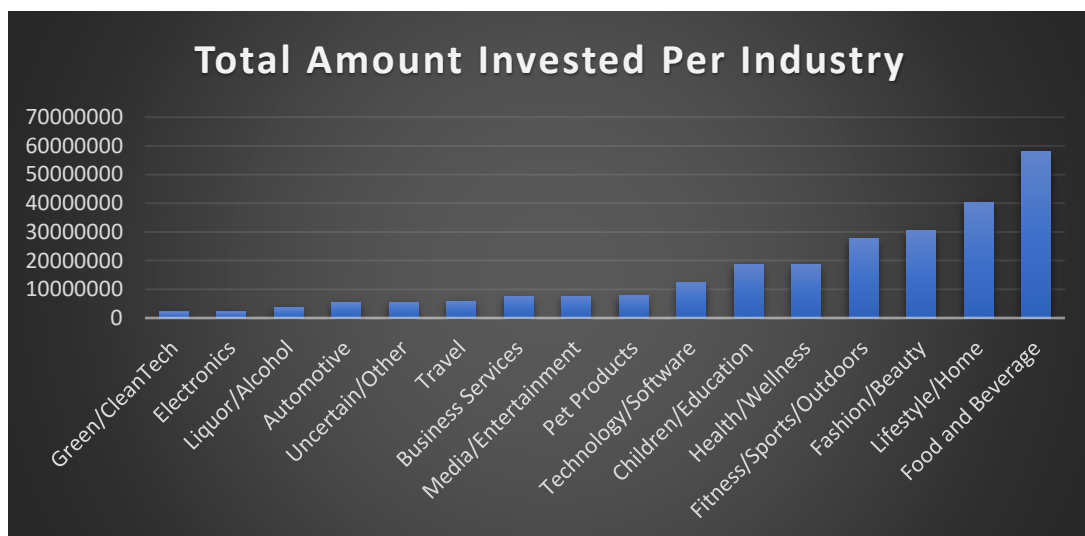


Industry-wise investor trends

The analysis shows that there is an increasing trend in the investment amounts from the tech/automotive industry to the food service industry. This industry consistently receives significant investment attention as the sharks are inherently attracted to food and beverage concepts. The food service industry is a popular sector amongst investors as it is very scalable. Franchising and retail expansions are also possible options within this sector. For example, Daymond John, in the past 15 seasons of Shark Tank US has invested in over 30 brands across various industries including food & beverage startups. These investments have accumulated to over \$58m.



From the chart above, the green tech industry received the least investment amount due to the high capital and production costs. In this sector, there are numerous emerging technologies.