

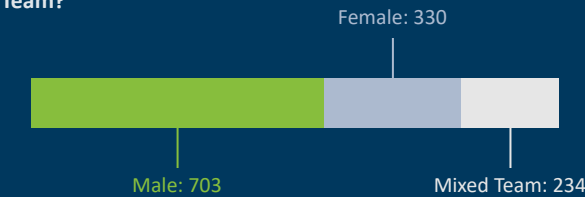
Exploring Pitches and Deals

Shark Tank US (Season 1-14)

Explore the journey of the shark tank US tv show success through this visual representation.
This report showcases the trends spanning seasons 1 to 14 (2009-2023).

ENTREPRENEURS (PITCHERS) & INVESTORS (SHARKS): WHO ARE THE TOP DOGS?

How many pitchers are **Male**, Female and Mixed Team?



Under what industry categories did **more than half of the pitches fall?**



91%

of pitchers fall under the **middle age category (30-50 years)**.

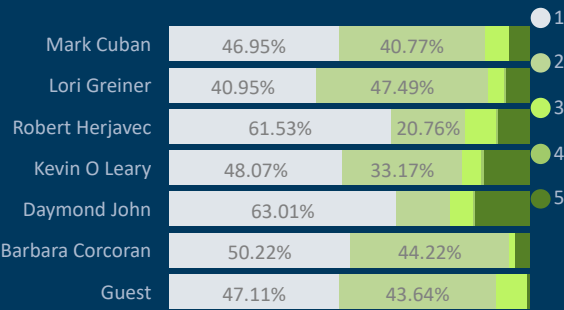
1274

pitches has been made over the last 14 seasons.

Partnership Among Sharks:

Which Shark make the most solo or partnership deals?

The least number of solo deals are made by Lori (by a wide margin). However, Daymond, Robert, and Barbara all complete at least half of their deals alone.



Deal Valuation Status:

Which Shark prefers to make deals when asking valuation decreases, increases or remains the same?

The two people most likely to make an investment below the company's proposed valuation are Lori and Barbara, who do so in 73% of her deals. Comparatively, 72% of Mark's transactions are below the company's starting valuation.

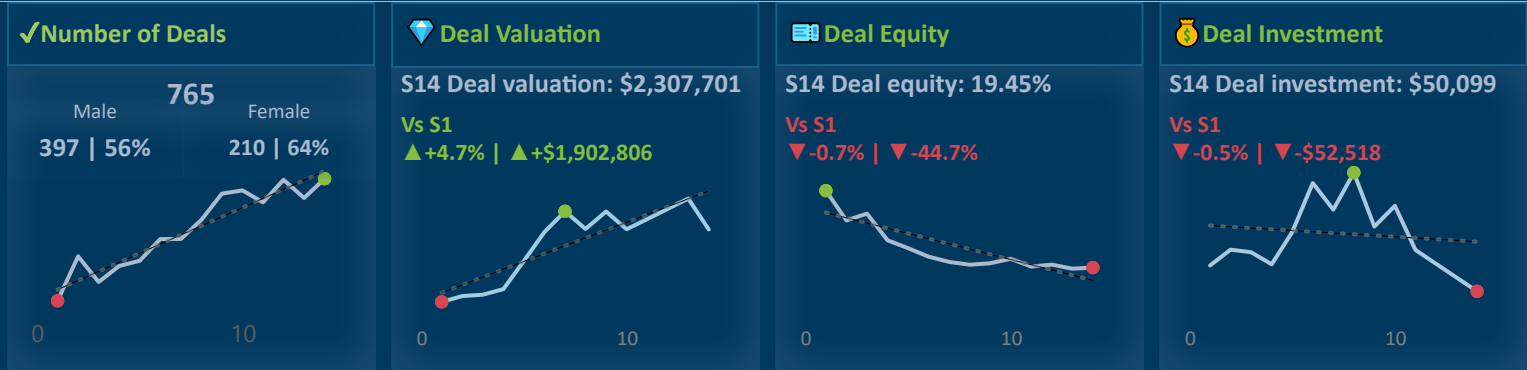
Decrease, increase or same

Investment Names	Decrease	Equal	Increase
Barbara Corcoran	73%	17%	10%
Daymond John	65%	20%	15%
Guest	85%	7%	8%
Kevin O Leary	52%	27%	21%
Lori Greiner	61%	21%	18%
Mark Cuban	72%	16%	11%
Robert Herjavec	63%	24%	13%

PITCHES AND DEALS: OVERTIME, PITCHES SUCESS RATE HAS INCREASED, THE EQUITY SHARKS TAKE FROM PITCHERS HAS SIGNIFICANTLY DECREASED AND DEAL VALUATION HAS INCREASED PROPORTIONALLY. WHAT COULD HAVE PROMPTED THIS CHANGE IN DEAL TREND?

Reporting Season KPIs : % change against first season

Note: S1 & S14- Season 1| 14.

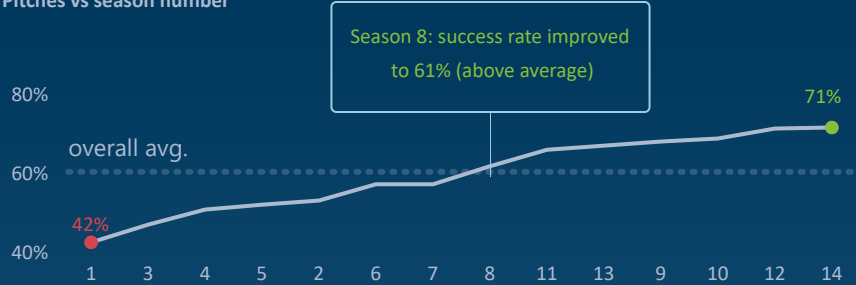


Pitches Success Rate:

Has pitches success rate improved overtime?

The success rate of pitchers has actually increased. **Up until season 8, the success rate was consistently less than 57%**. From that point on, it increased gradually until the final season. In previous season, only **42% of pitchers were offered a deal**; **this immediate past season, that percentage increased by an astounding 71%**. Despite being underrepresented on the show, 64% of the 210 females who made it to the show got a deal, as opposed to 56% of the 397 males

Pitches vs season number



The Average Deal:

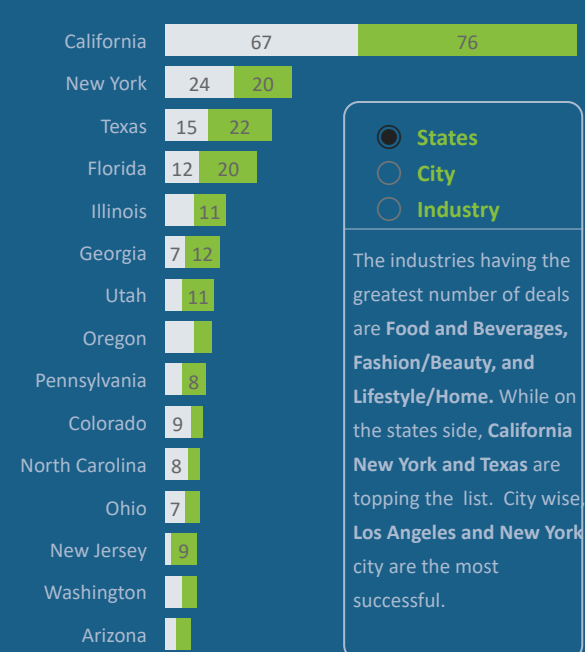
Are Entrepreneurs deal expectations met?

Sadly, the sharks frequently end up with more equity than what the entrepreneurs had initially requested. **Female entrepreneurs request and are granted substantially smaller deals (\$2.6M vs. \$4.2M) than their male counterparts**. They give up more equity (25.8% vs. 23.9%) and receive a lower valuation as a result. Possibly due to increased viewership from season 6, more deals were made and male entrepreneurs got deals with higher valuation according to a comparison of the highest and lowest valuation throughout the seasons.

Requested equity and valuation vs deal

Category		Requested	Deal	% Diff.
Male	Equity	13.6%	23.9%	▲+75.8%
	Valuation	\$4.2M	2.5M	▼-38.7%
Female	Equity	15.0%	25.8%	▲+71.8%
	Valuation	\$2.6M	1.8M	▼-32.0%

No. of Deals by State, City and Industry



Key Insights

60% of entrepreneurs successfully make deals. Out of the 1274 pitches, 765 deals were made, 56% of 396 deals were gotten by the male entrepreneurs as against 60% of 210 deals gotten by the females. The average deal investment is \$303k and average deal equity is 24.6% .

With 230 deals and a \$59M total investment, Mark Cuban is the top dog among the sharks considering that he didn't join as a full time cast member until season 3. Ranking second is Lori Greiner with 119 deals and \$43 investment amount, she also didn't fully join the show until season 4.

It is worth noting that entrepreneurs typically give up more than half the stake in their company and walk with their projected valuation nearly cut into half. However, this tendency has been altered overtime, the equity stake sharks take from pitchers has significantly decreased and valuation has increased proportionally as shown in the KPIs above.

Industry classification, amount requested, and company location do not appear to have a major impact on deal outcomes. There does appear to be a modest correlation between a higher number of offers and an increased and/or the same valuation as originally provided, thus a higher number of offers may be a sign of a better deal valuation than the company had previously proposed.

A company's ability to close a deal depends solely on its ability to make a compelling pitch and offer quality products.