

Aye and nay about “Incredible Eats” pitching story!

3 Story telling techniques that made the pitch impactful are:

1. A best storytellers embody the story in their behaviour, Mr. Dinesh did the same he started his story with actions conveying or in sync with his words as if actions were expressing his words. Also, to express the seriousness of plastic decomposition issue that world is facing today and to show the transformation that his product will bring in, he used a beautiful quote at 0:46 secs “The Moment on the lips but a lifetime in a landfill”, using a quote is a sign of a good storyteller.
2. At 0:52 secs, he introduced a wow factor in his story by describing his product with few catchy words as “First mass manufacturable totally edible utensils”, which spoke to the emotions/ hope of the Shark Tank Panel. To continue this enthusiasm or excitement of the panel, he introduced a humour in the story at 1:17mins “Shark may you eat your spoon....”, again a sign of a good storyteller.
3. He ended his pitching story at around 1:17 mins with a rhetorical question that “My question is not who wants to invest in us but who would like to join us to save the planet”, this shows he asked for the investment in a new manner that also demanded an inclusion for a revolutionary vision or represented a hope for change.

3 Instances where he could have done better:

1. Mr. Dinesh started his pitch by mentioning that he is ready to share 7% for 500k \$, which I would have done at the end of my pitch because start a story with the destination in the mind and not state the destination at the start of the pitch. I would have started my story focusing on taking panel into confidence and then pitched my equity share plan. This move backfired Mr. Dinesh later at around 10:34 mins wherein Shark Mark Cuban withdrew his offer as he found that he was fixated and will not going to value his investors.
2. To be interesting be interested but Mr. Dinesh was overpowered by his passion and enthusiasm at around 5:10 mins. He was more interested to express his own life story and was focusing less on the target audience, in this case Shark Kevin. You can't expect investor to invest in you if you are not interested in “What is in it for the stakeholders? “. Though his idea convinced Kevin to bid, he should have provided more information on the ROI and not focus mainly on the selling the idea based on emotional connect.

3. He did not anticipate the googlies. He could not justify Shark Barbara's dilemma whether restaurant chains would be willing to upscale their cost from 1 – 2cents to 10-20 cents for cutlery. As he mentioned earlier that in covid times he created website and entered B2C business, he could have provided customers feedback about his revolutionary product to justify his vision. Because if his products (visions) connect with the customers' (target audience) expectation then any B2B businesses would be willing to upscale and then cost difference would matter less. Also, he could have been more prepared about what is the percentage growth of new customer every month in his B2C services and what percentage of new customers revisit the website to buy new or existing products. Along with mentioned insights, he should have added existing restaurants chain name and potential client with whom he is in business or having discussion, which also could have helped him to gain Shark Kevin's and Shark Daniel's confidence.

Overall, Incredible Eats' pitch expresses a story about an innovative product that provides solution for one of the most pressing environmental issues. The narrator is a good storyteller as he expressed his idea with a greater appeal, connecting with the audience on an emotional level. By mentioning how his product will benefit the future generations, he proved that he is visionary and deterministic i.e., a sign of hope of a better future. Also, he anchored his personal life story in that time and place. Though, he would have benefitted if he had provided more insights on potential market demand and growth.