**Column Explanations**

1. **Yearly Revenue**
   * **The company’s total revenue (sales) in a year.**
   * **Example: ₹1.2 crore yearly revenue.**
2. **Monthly Sales**
   * **Average or reported monthly revenue/sales.**
   * **Example: ₹10 lakh per month.**
3. **Gross Margin**
   * **Profit percentage after subtracting the cost of goods sold (COGS) but before other expenses.**
   * **Formula:**

**Gross Margin=Revenue – COGS / Revenue×100**

1. **Net Margin**
   * **Profit percentage after subtracting all expenses, taxes, interest.**
   * **Formula:**

**Net Margin=Net Profit/Revenue×100**

1. **EBITDA**
   * **Earnings Before Interest, Taxes, Depreciation, and Amortization → a measure of operating profit.**
   * **Shows how much money the company makes from core operations before financial/technical adjustments.**
2. **Cash Burn**
   * **The amount of cash a startup spends (burns) every month.**
   * **Important for seeing how long the startup can survive with its current funds.**
3. **SKUs (Stock Keeping Units)**
   * **The number of unique products/variants the company sells.**
   * **Example: 12 SKUs = 12 product types.**
4. **Has Patents**
   * **Whether the startup owns patents (Yes/No).**
   * **Indicates uniqueness/protection of their product.**
5. **Bootstrapped**
   * **Whether the company has grown without external funding (Yes = self-funded, No = took investors’ money earlier).**
6. **Part of Match off**

* **Usually refers to whether this startup appeared in a special segment or themed episode (like “match-off pitches” where two similar businesses compete).**

1. **Original Ask Amount**
   * The amount of money the pitcher originally asked for from the sharks.
   * Example: ₹50 lakh.
2. **Original Offered Equity**
   * The % of equity (ownership) the pitcher offered in exchange for the ask amount.
   * Example: 10% equity.
3. **Valuation Requested**
   * The company’s valuation implied by the pitcher’s ask.
   * Formula:

Valuation Requested=Original Ask Amount/Original Offered Equity×100

Example: Asking ₹50 lakh for 10% → Valuation = ₹5 crore.

1. **Received Offer**
   * The offer(s) proposed by the sharks (can be multiple combinations).
2. **Accepted Offer**
   * The final deal that the pitcher accepted (if any).
3. **Total Deal Amount**
   * The total money invested in the deal (sum of all sharks’ contributions).
4. **Total Deal Equity**
   * The % of company equity given to sharks in the final deal.
5. **Total Deal Debt**
   * The portion of the deal structured as a loan (not equity).
   * Example: If sharks give ₹30 lakh loan + ₹20 lakh equity → Deal debt = ₹30 lakh.
6. **Debt Interest**
   * The interest rate on the loan portion (if any).
7. **Deal Valuation**
   * The company valuation based on the final accepted deal.
   * Formula:

Deal Valuation=Total Deal Amount / Total Deal Equity×100

1. **Sharks Count**
   * The number of sharks involved in the final deal.
2. **Deal Has Conditions**
   * Whether special conditions were attached (Yes/No).
   * Example: milestone-based payments, conditional equity.
3. **Royalty Percentage**
   * If the deal involves a royalty model, this shows the % of revenue the entrepreneur must share with sharks.
4. **Royalty Recouped Amount**
   * The revenue amount until which royalty is payable (after that, it stops).
5. **Advisory Shares Equity**
   * Equity given not for money, but in exchange for advisory/mentorship.
6. **Original Pitch Date**

date on which the startup pitched their idea/business to the sharks on the show.

* It’s the actual filming (or airing) date of the pitch.
* This helps track **when** the pitch happened, which is useful for:
  + Season/episode mapping
  + Timeline analysis (e.g., deals across months/years)
  + Comparing how old a company was at the time of pitching

📌 Example:

* If a startup pitched on **15th December 2022**, then the *Original Pitch Date* = **15-12-2022**.

👉 In short: it’s just the **date of presentation to investors**.