



CMSE 402: SHARK TANK INDIA 2021-2022 DATA ANALYSIS

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We all know about Shark Tank. After COVID, India came out with their first season of Shark Tank, and it was a hit. In this show, aspiring entrepreneurs pitch their business models to a panel of investors and persuade them to invest money in their idea.

How many people received an offer?

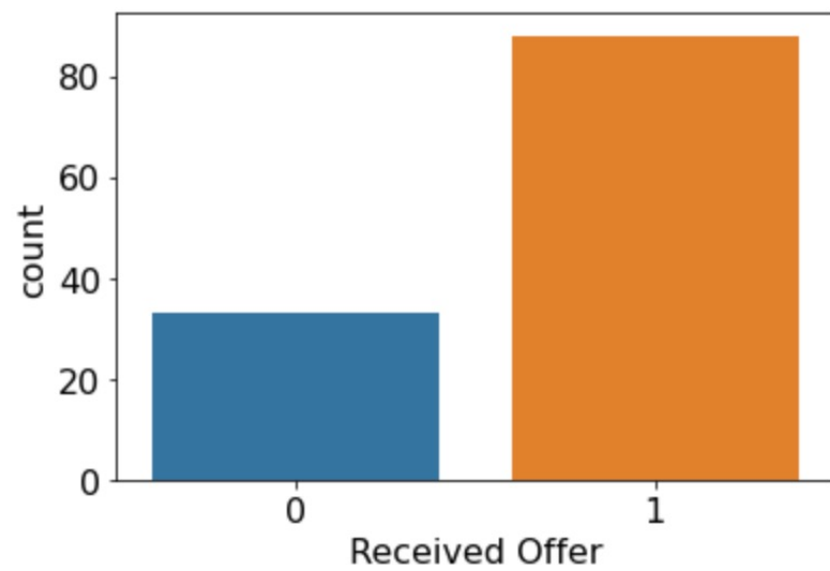


Figure 1: As we can see, around 85 entrepreneurs received an offer whereas about 35 entrepreneurs did not. Majority was offered money for the deals, but few accepted them whereas few did not.

Male v/s Female company Owners

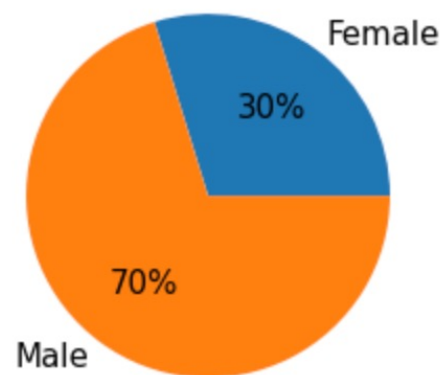


Figure 2: We can see that there is most male business owners seeking an investment than females, more than double in fact.

Equity proposals

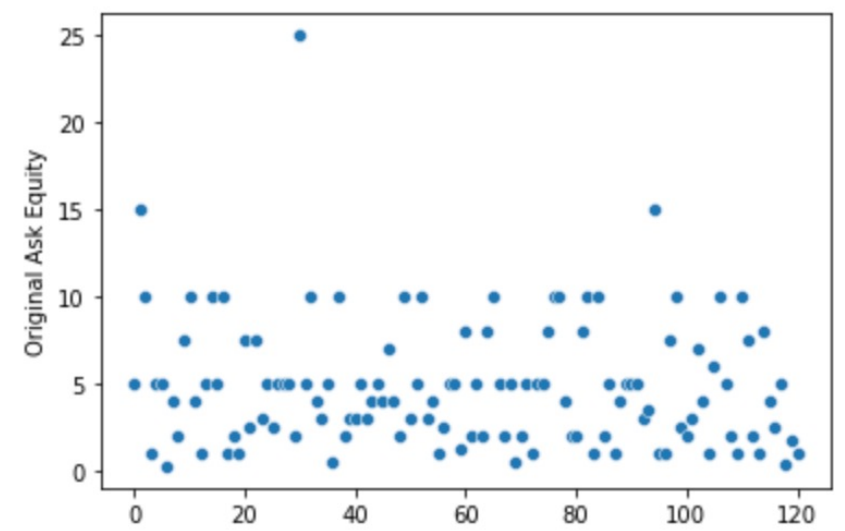


Figure 3: We can see that most of the equity offered has been between 0 to 10. There are 3 outliers, 2 at 15% and 1 at 25%.

Money Invested in different types of Industries

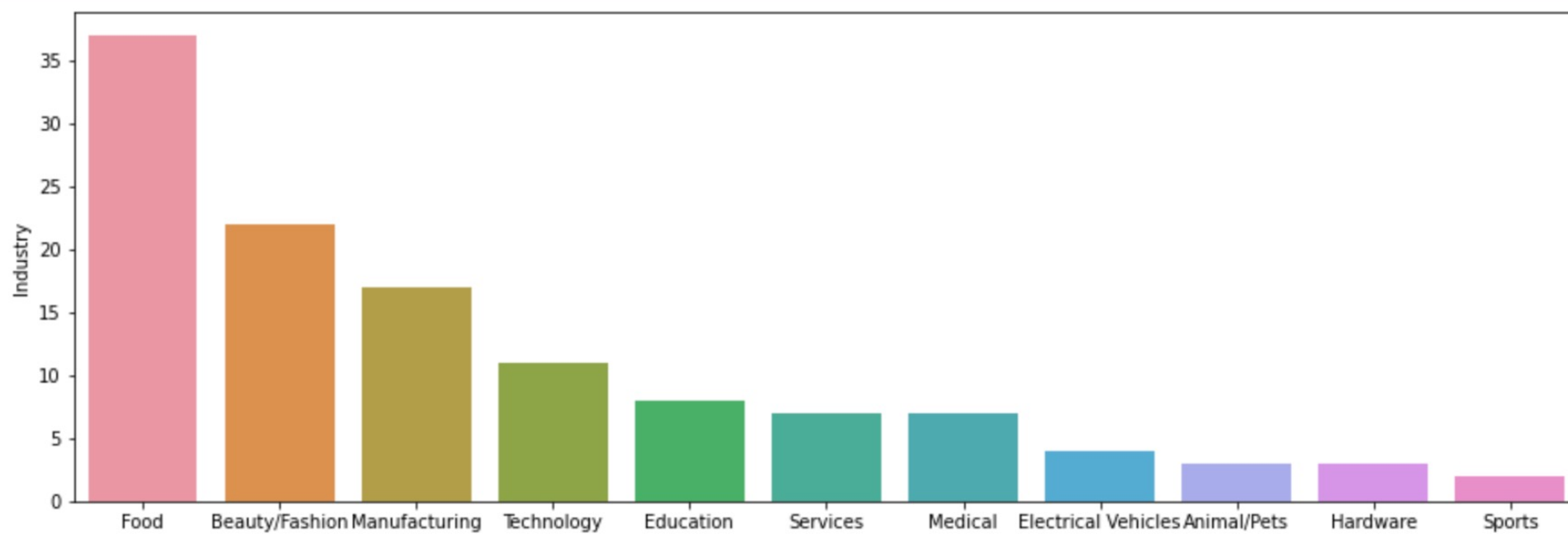


Figure 4: The food Industry has got the most amount of investment followed beauty and fashion. The least amount of investment has been done in Animal car/ Pets, Hardware and Sports. This data tells us that the investors themselves look for businesses with a higher guarantee of success and that is more commercialized as that would be the logical thing to do. Investments that happened for a cause and for topics like Sports is clearly less as there isn't a high gross return in these kind of businesses.

Ashneer Grover's Investment Analysis



Ashneer Grover is my favorite Investor on the show, not only because of his success but also his personality. He give brutally honest advice and I personally felt that he has the best things to say, and to genuinely improve businesses. He is the founder of BharatPe, which is an app just like Venmo or apple pay but it is mainly used by poor vendors and small shop owners. BharatPe has made their lives very easy.



Ashneer's Investment Breakdown:

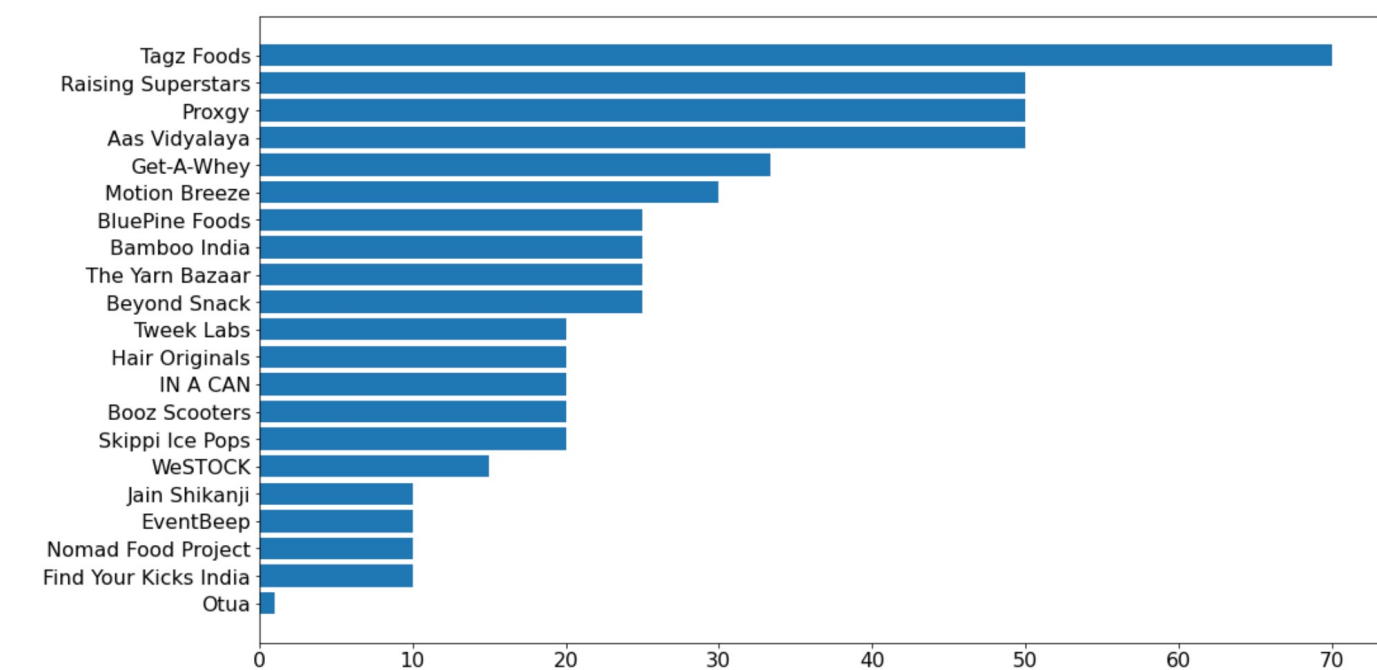


Figure 5: This is his company-wise investment breakdown. Th x-axis is in Lacks (Indian Currency). So, he has invested 70 lacks in Tagz Foods, which is a brand of chips that come in various flavors. And he invested very little amount in Otua, which is their first prototype three-wheeler with no tilt technology.

Ashneer's Industry Investment Breakdown

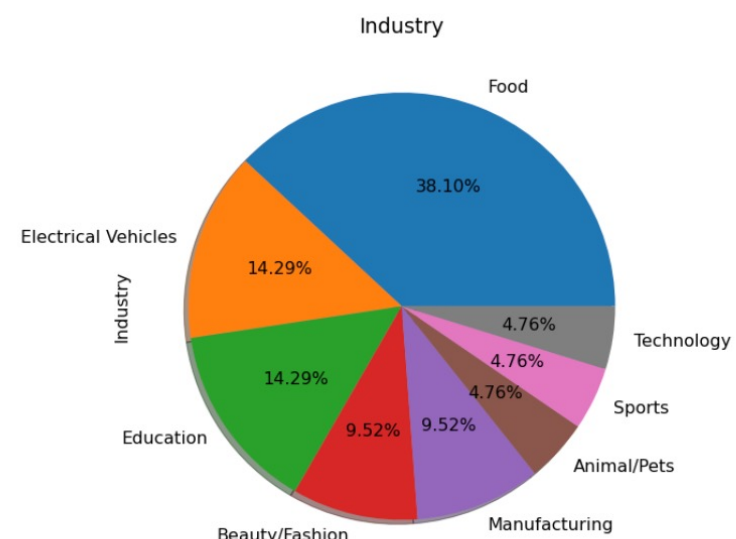


Figure 6: I personally admire Ashneer, and so I wanted to investigate his investments, and this is a glimpse of it. Majority of it is in Food, followed by Electrical vehicles and Education which is interesting. Ashneer has invested the highest amount of money in Electrical Vehicles that is very interesting to me as he is a business icon, and he is really making his investments thinking about the developing future.

Conclusion

From this analysis, we can infer that businesses from different kinds of industries have come to the show for support, and various causes have been highlighted too. My personal favorite was an affordable keypad for blind people which can also be accustomed to use by blind children from the very start. It was invented by Tinkerbell Labs and got an investment for \$250,000. Shark Tank India has ignited a fire in all the entrepreneurs and made them believe anything is possible. If you google about the impact of this show in India, you will be blown away. All in all, there were about 70% businesses that received an offer, out of which 30% were companies who were founded by Females and 70% were companies founded by Males. Mostly, the equity offered was between 0.5% - 10%. Food (over 35), Beauty/ Fashion and Manufacturing of products were the greatest number of investments made in, and naturally higher investments were made in. Animals/pet, hardware and Sports are the industries where least number of investments were made. Ashneer Grover, the latest business tycoon made many investments. His top investment industries included Food (example, Tagz Foods, BluePine Foods, Beyond Snack, etc), followed by Electrical vehicles (Motion Breeze, Booz Scooters, Otua). He has invested the highest amount in Electrical Vehicles in comparison to the other sharks. And he also invested a fair share in education.