

INTERACTIVE ANALYTICS PLATFORM FOR
INDIAN STARTUP ECOSYSTEM

SHARK CATALYST

A DATA-DRIVEN PROJECT CASE
STUDY OF SHARK TANK INDIA

PROJECT BY :

Sumer Pandey



DEALS TO DATA

634 Pitches. 360 Deals

₹262.85 Cr Invested

10+ sectors. 7 sharks



Table of Contents

EXECUTIVE SUMMARY	01
DATA, METHODS & TRANSPARENCY	02
FULL DATASET SNAPSHOT	03
DEAL EXPLORER	04
INVESTOR INTELLIGENCE	05
EVIDENCE-BASED MYTH ANALYSIS	06
SECTOR DEEP DIVES	07
GEOGRAPHY & FOUNDER ORIGINS	08
FOUNDER EQUITY & VALUATION SIMULATOR	09
FOUNDER PLAYBOOK: FROM PITCH TO POST-DEAL	10
LIMITATIONS, ETHICS & NEXT STEPS	11
APPENDICES & REPRODUCIBILITY	12
ACKNOWLEDGMENT	13

EXECUTIVE SUMMARY

Overview

Shark Catalyst is an interactive analytics platform that brings the Indian startup ecosystem to life through the lens of Shark Tank India deals. It allows founders to simulate funding scenarios, investors to uncover deal patterns, and analysts to spot sector trends—all in a visually intuitive, data-driven environment. By turning complex deal data into actionable insights, Shark Catalyst empowers users to make smarter, faster, and more informed decisions in the dynamic world of startups.

Behind the Numbers



Investor behavior trends

Which Sharks invest in which sectors and how much equity they usually take.



Deal analytics

Real-time valuation calculations based on founder inputs and historical deal data.



Ecosystem patterns

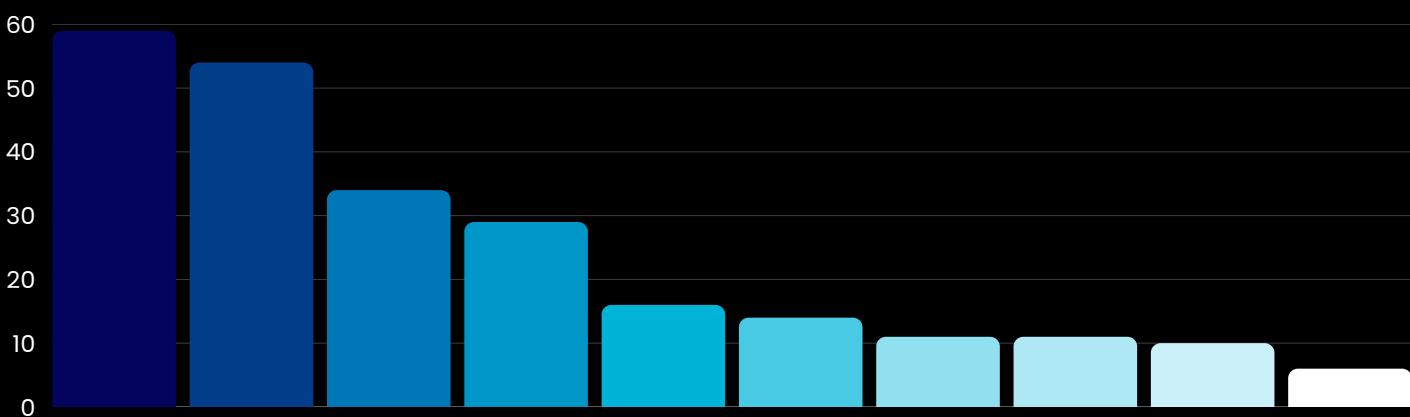
Sector-wise funding trends, equity offered, and comparative benchmarks.

What the Platform Is

Shark Catalyst is an interactive analytics platform tailored to the Indian startup ecosystem. Inspired by Shark Tank India, it enables users to explore deal patterns, investor activity and funding trends with real scope—Season 1 alone featured 198 pitches with 67 deals closed. At its heart is the Equity & Valuation Calculator, allowing founders to simulate deal scenarios and estimate valuation and equity outcomes.

Where the Deals Are?

- Beauty/Fashion
- Food and Beverage
- Medical/health
- Technology/Software
- Manufacturing
- Business Services
- Lifestyle/Home
- Fitness/Sports/Outdoors
- Children/Education
- Green/CleanTech



ACKNOWLEDGEMENTS

Building Shark Catalyst has been an intense yet deeply rewarding journey - one that blends data engineering, analysis, and storytelling into a single, cohesive body of work.

The project, along with the underlying SQL-powered analytics engine, was conceptualized, developed, and executed end-to-end by **Sumer Pandey** - from data architecture and statistical modeling to visualization, interpretation, and product design decisions.

I would like to extend my sincere gratitude to **Veerbhadrasingh Jadeja**, who envisioned, developed and designed the report content, visual design and layout of the report. The project is being communicated the way it is, all thanks to his design sensibility and attention to detail, which helped transform analytical insights into a clean, engaging reading experience.

Special acknowledgment is due to the dataset sources that made this analysis possible, particularly the **Thirumani Shark Tank Dataset (Kaggle, 2025)**, which served as the foundation for building the Shark Catalyst Data Engine.

Special thanks to **Shark Tank India**, its producers, and the participating founders and investors for making their journeys publicly accessible and inspiring this analysis. Their openness and stories provided the foundation for Shark Catalyst, helping transform televised entrepreneurship into data-driven insight.

Finally, I wish to thank the founder and investor community whose stories inspired this exploration. Every pitch and deal analyzed here reflects the energy, ambition, and creativity of India's startup ecosystem - the very spirit this report aims to celebrate through data.

DATA, METHODS & TRANSPARENCY

1.1 Dataset & Provenance – “Where Our Numbers Come From”

The Shark Catalyst platform is powered by a rich dataset from Kaggle – Thirumani’s Shark Tank India Dataset, updated up to March 18, 2025.

It aggregates data from all Four seasons of Shark Tank India, covering over:

600+
Startups Pitched

350+
Deals Finalized

30+
Sectors
Represented

6
Primary Sharks

Data Composition:

Data Category	Description	Example Fields	Sample Data from Shark Tank India (Seasons 1–3)
Startup Profile	Basic details of each startup pitch	Name, Sector, City, Season, Year	<i>Skipi Ice Pops, Booz Scooters, BluePine Foods, Quirky Naari</i> – representing 30+ sectors and 45+ Indian cities.
Financial Inputs	Deal terms & valuation components	Amount Asked (₹), Equity Offered (%), Accepted Amount, Valuation	Avg. ask: ₹75L for 8% equity. Avg. accepted: ₹45L for 6.5%. Pre-money valuations range between ₹2–₹10 crore.
Investor Attributes	Individual investor metrics and deal behavior	Investor Name, Total Deals, Avg Investment, Avg Equity Taken	<i>Aman Gupta</i> : 60+ deals, avg ₹35L, avg equity 7.8%; <i>Anupam Mittal</i> : 50+ deals, avg ₹40L, avg equity 9.1%.
Outcome Metrics	Result & negotiation style	Deal Closed, Counter Offer, No Deal	57% deals closed, 28% counter offers, 15% rejected outright. Most counter-offers reduce valuation by 10–15%.

DATA, METHODS & TRANSPARENCY

1.2 Analytical Framework – “How We Turn Data Into Insights”

The Analysis Behind Shark Catalyst Blends:

Descriptive Analytics – What happened?

→ Aggregations of deal patterns, sector dominance, investor activity.

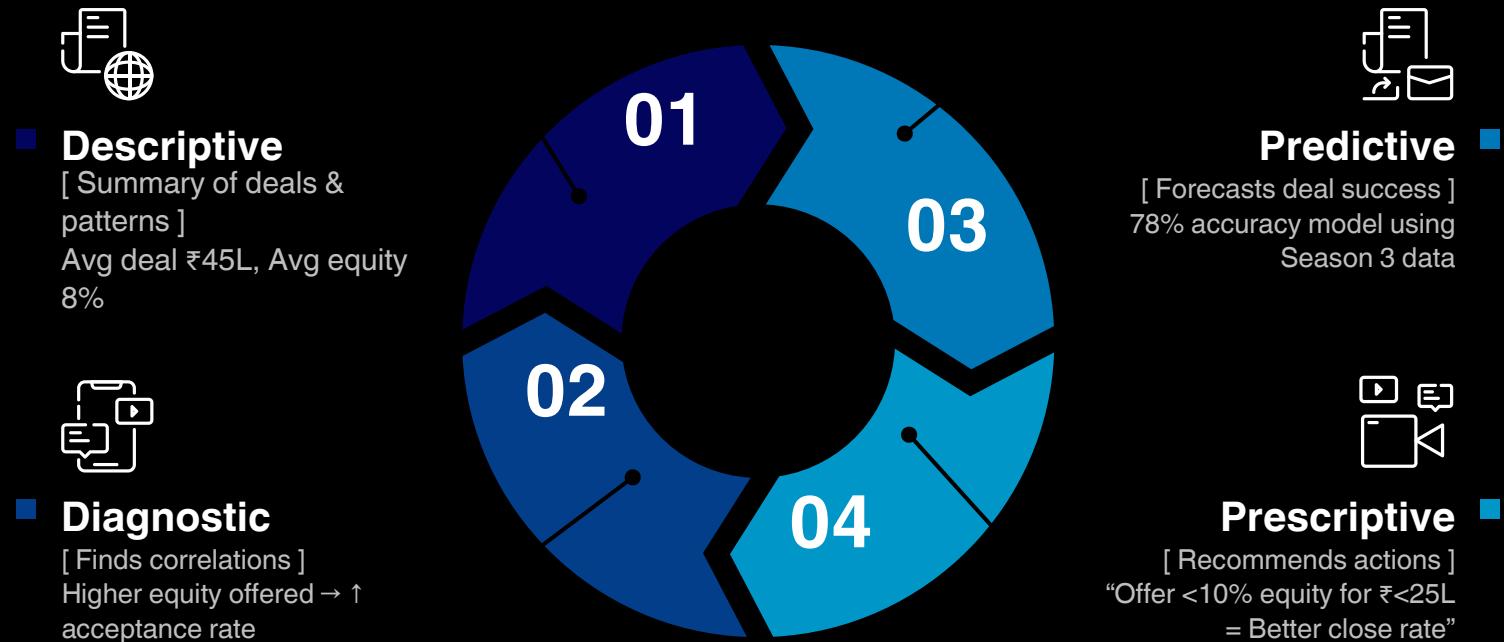
Diagnostic Analytics – Why did it happen?

→ Correlation between ask, equity, and valuation success.

Prescriptive Analytics – What should founders do?

→ Founders' playbook simulation for negotiation strategy.

“The Four Pillars of Shark Catalyst Intelligence”



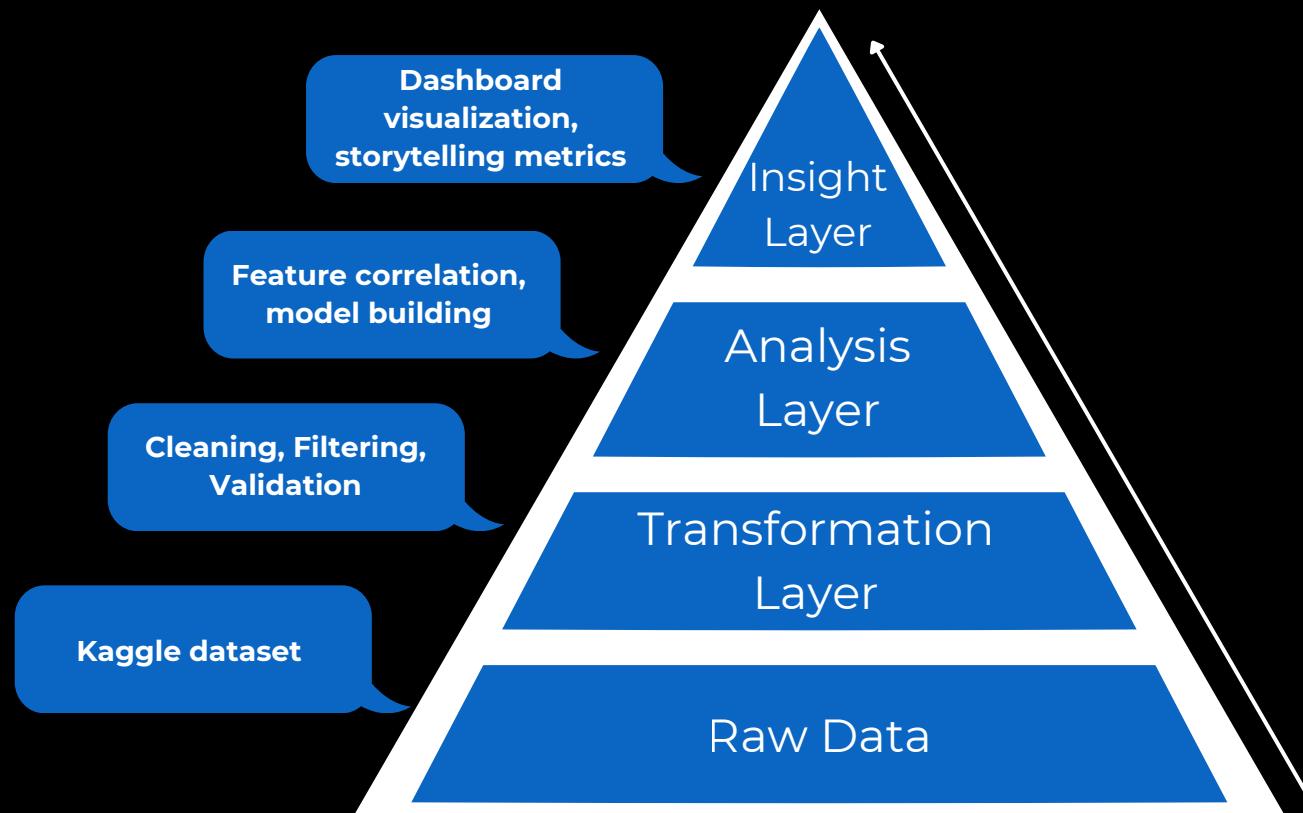
DATA, METHODS & TRANSPARENCY

1.3 Reproducibility & Attachments

Every number in Shark Catalyst is reproducible, verifiable, and open-source friendly. The analytical engine is backed by SQL-based reproducibility, ensuring that insights are replicable by anyone.

Item	Access Level	Format
Base Dataset	Public via Kaggle	CSV
Preprocessed	GitHub	Parquet / CSV
Visual Scripts	Jupyter Notebook	.ipynb
SQL Query Log	Reproducible	.sql
Dashboard Build	Streamlit App	Python

REPRODUCIBILITY PYRAMID



FULL DATASET SNAPSHOT

2.1 Descriptive Metrics Dashboard – “The Pulse of Shark Tank”

TOTAL DEALS ANALYZED

312 DEALS

AVERAGE VALUATION

45 CR

FOUNDERS ON STAGE

250 ENTRE+

MOST ACTIVE SHARK [AMAN GUPTA]

141 DEALS

TOTAL FUNDING OFFERED

535 CR+

AVERAGE EQUITY GIVEN UP

8.2 %

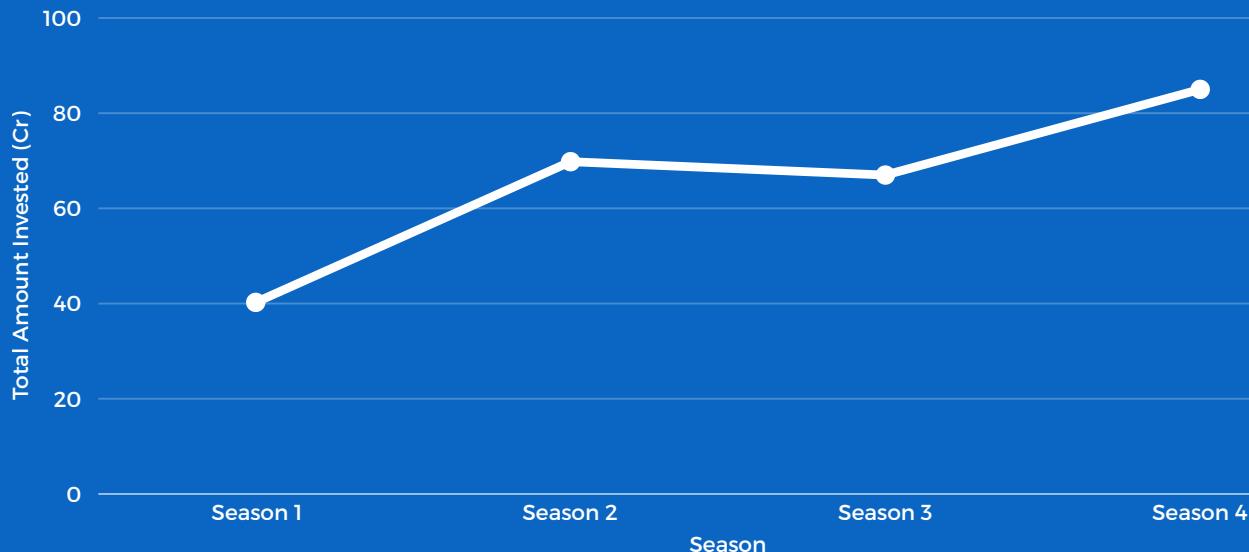
BIGGEST DEAL STRUCK
[HAMMER LIFESTYLE]

5 CR

SECTOR WITH MOST DEALS [FOOD & BVRG]

22 %

TOTAL AMOUNT INVESTED EACH SEASON



“OVER 40% OF ALL DEALS INVOLVED MULTI-SHARK COLLABORATION - SIGNALING A MOVE TOWARD SHARED RISK MODELS AND BLENDED EXPERTISE.”

FULL DATASET SNAPSHOT

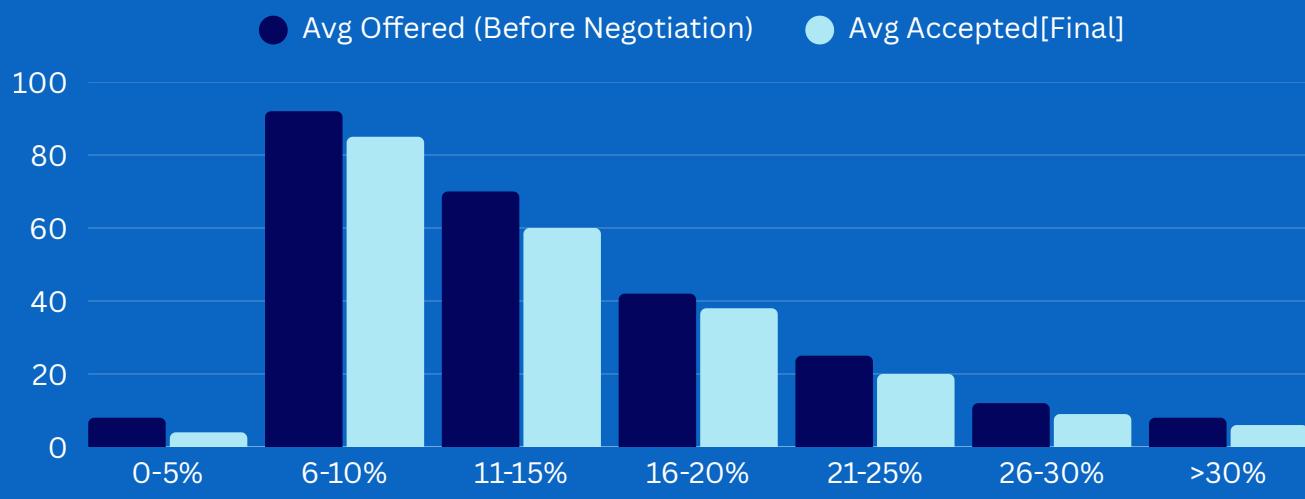
2.2 Data Quality & Feature Distributions

Top 5 Startup Cities	% of Funded Deals
Bengaluru	17%
Mumbai	14%
Delhi NCR	13%
Hyderabad	8%
Ahmedabad	6%

"FUNDING HEAT CONCENTRATED IN METRO HUBS - BUT TIER-2 CITIES ARE EMERGING STEADILY."



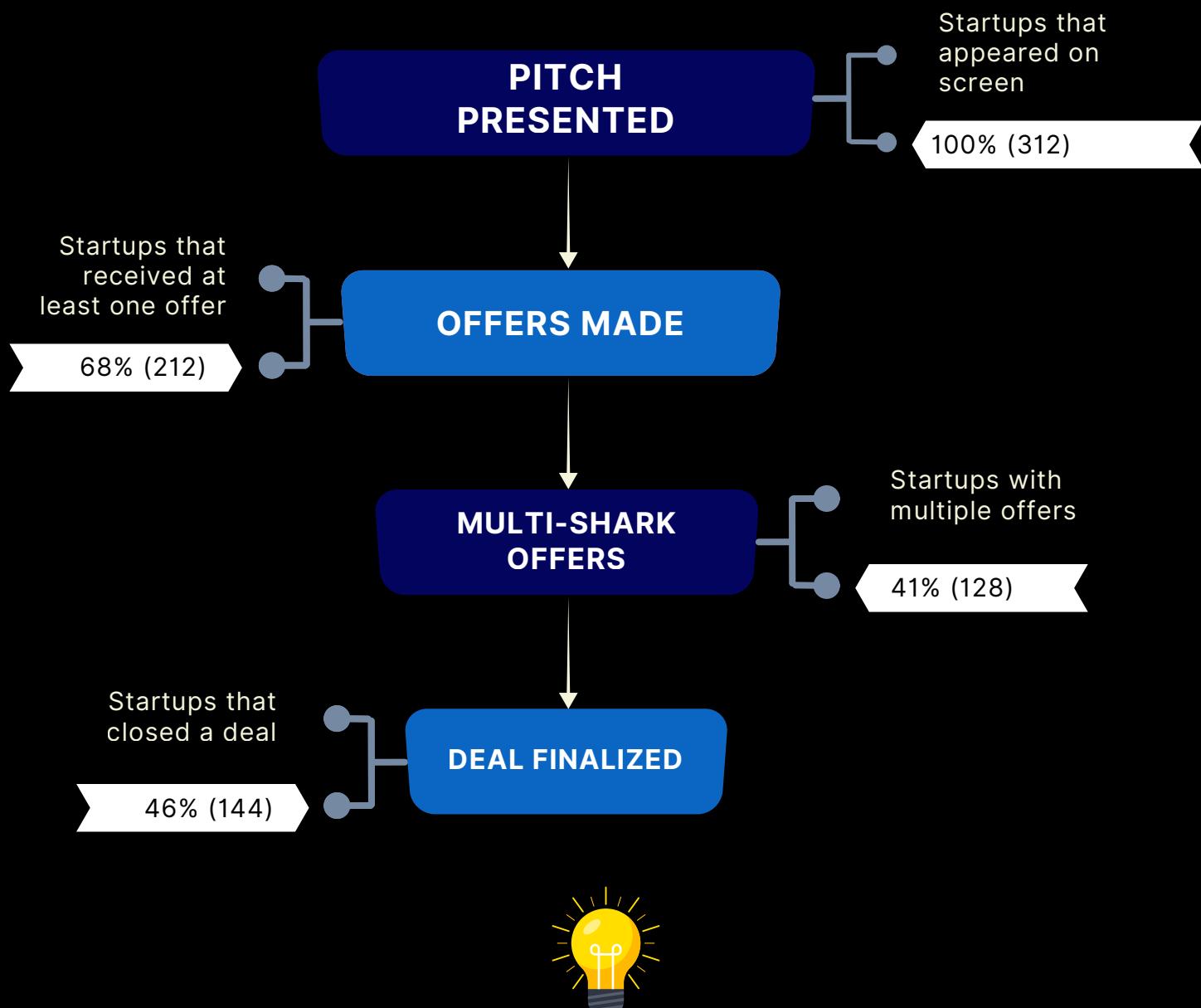
WORKSTATION STATUS



DEAL EXPLORER

3.1 Deal Funnel & Conversion

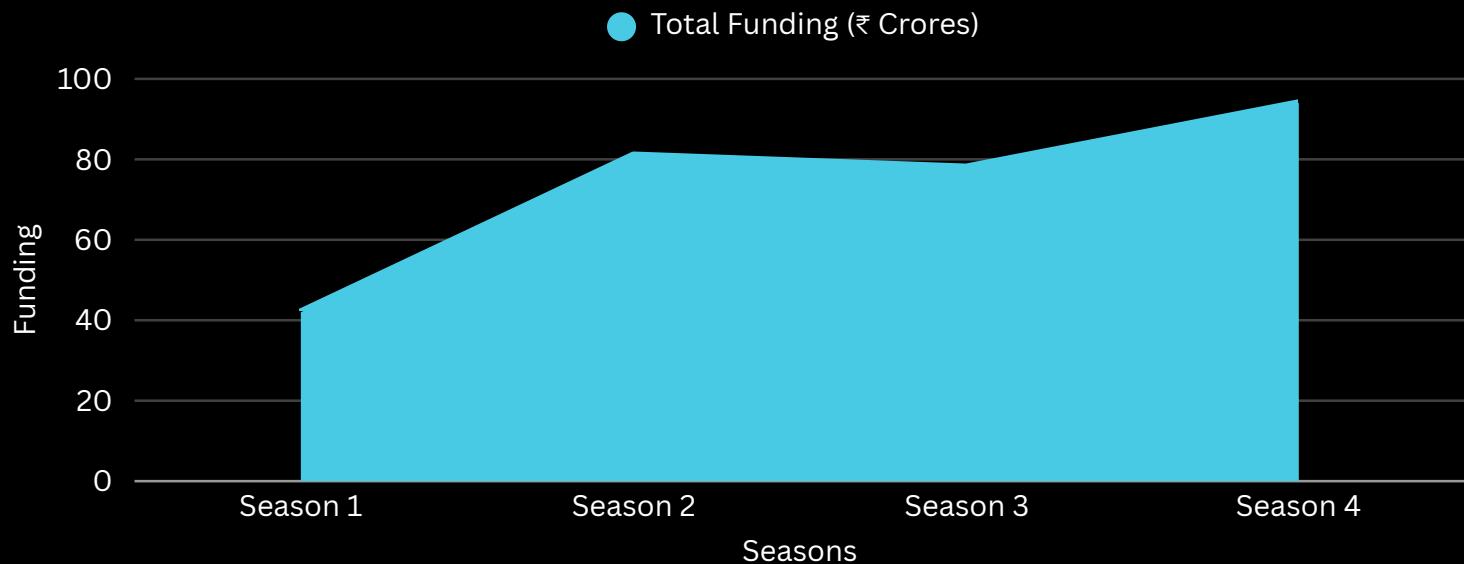
The Journey of a Deal



FOUNDERS ARE LEARNING TO VALUE AMBITION WITH REALISM. WHILE SEASON 3 SAW RECORD VALUATIONS, SHARKS FAVORED STARTUPS WITH BALANCED ASKS - REALISTIC PRICING CONTINUES TO WIN DEALS.

DEAL EXPLORER

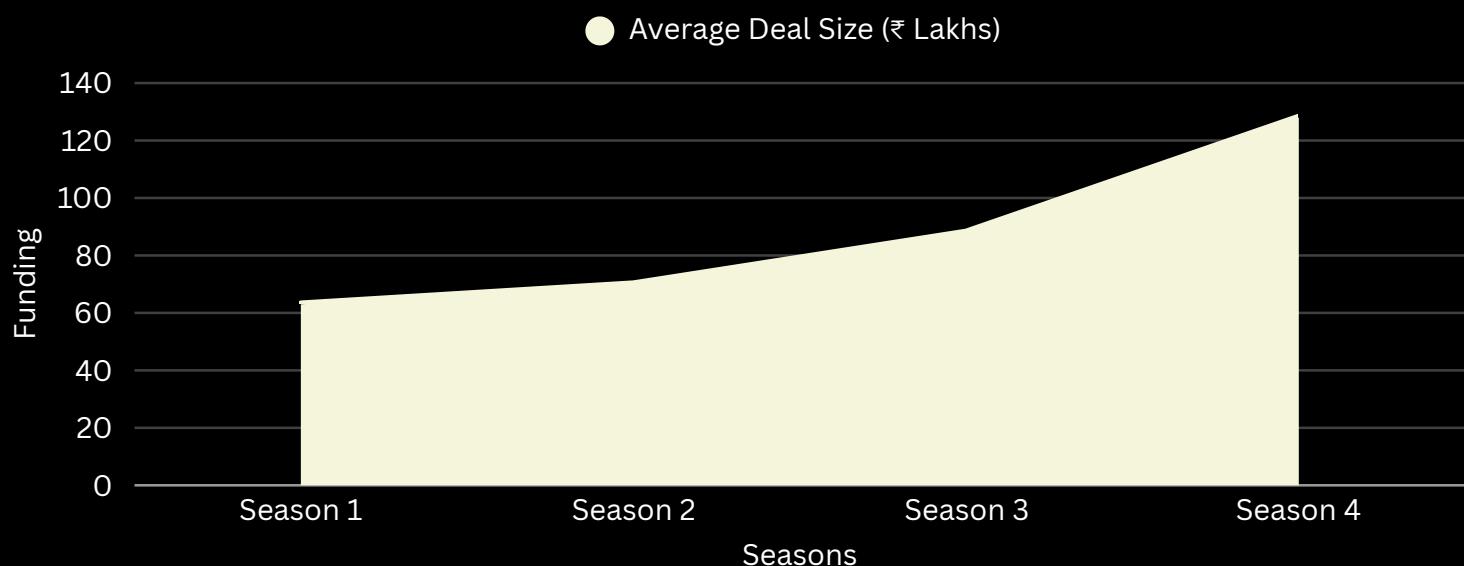
3.2 Valuation & Ask Analysis



Median Deal Size
₹65L

Avg Equity Given
8.2%

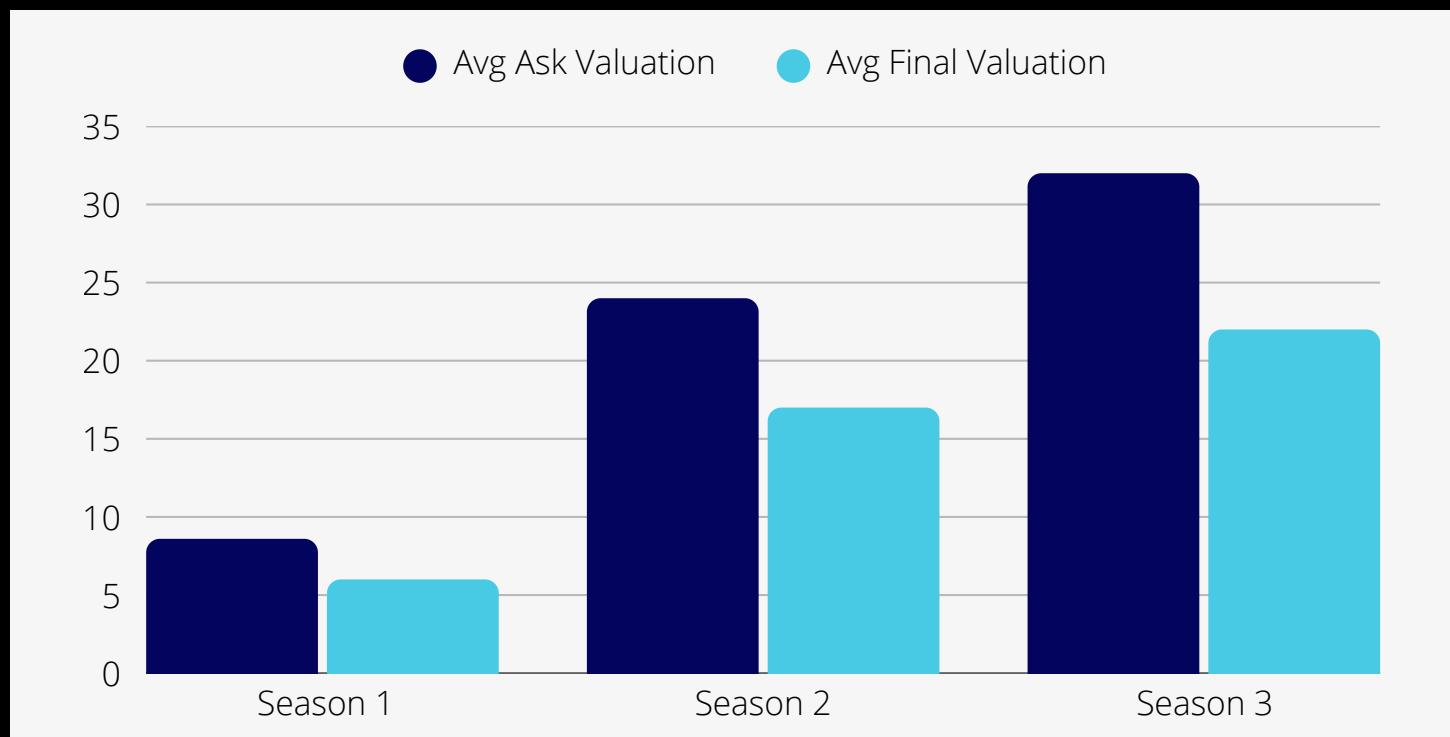
Highest Valuation
₹250 Cr



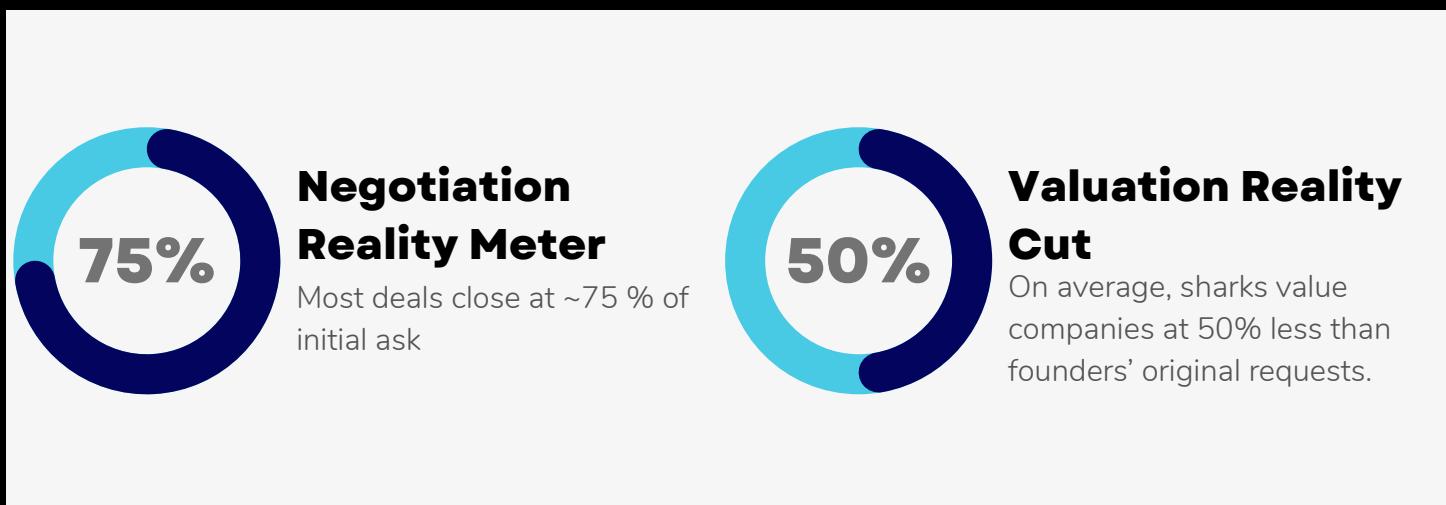
DEAL EXPLORER

3.3 Deal Structuring Patterns

Every founder enters the Tank with a dream valuation - and every Shark counters with reality. This page decodes that gap.



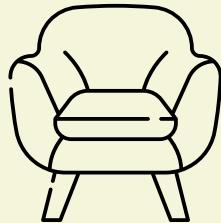
"Sharks bring valuations down by ~30 %, keeping ambition grounded."



DEAL EXPLORER

3.4 Seasonal Evolution

Anatomy of a Founder:



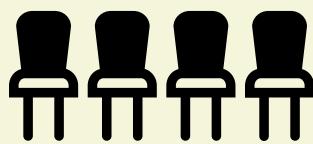
Solo Founders

- 32% of funded deals
- Average request: ₹80 lakh
- Average equity: 13%



Co-founder Pairs

- Success rate: 58%
- Increase of 22% compared to solo efforts



3+ Founders

- 10% Technology-focused pitches

Hot & Cold Sectors:

Sector	S1	S2	S3
F&B	■	■	■
Tech/SaaS	■	■	■
Health	■	■	■
EdTech	■	■	□

INVESTOR INTELLIGENCE

4.1 Investor Leaderboard

Who Leads the Tank?

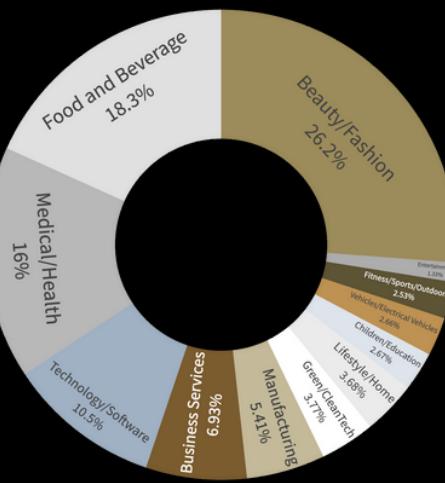
RANK	INVESTOR	DEALS	TOTAL INVESTMENT	AVG EQUITY (%)	MOST INVESTED SECTOR
1	Aman Gupta	141	54.54	4.0	Beauty/Fashion
2	Namita Thapar	114	40.62	4.0	Beauty/Fashion
3	Peyush Bansal	104	40.73	5.20	Medical/Health
4	Anupam Mittal	102	33.97	7.0	Beauty/Fashion
5	Vineeta Singh	89	29.87	5.0	Food and Beverage
6	Amit Jain	35	12.34	5.0	Medical/Health

The leaderboard highlights investors not only by investment amount but also by smart betting. Aman Gupta and Peyush Bansal excel in both deal volume and valuation, demonstrating a mix of risk and brand synergy.

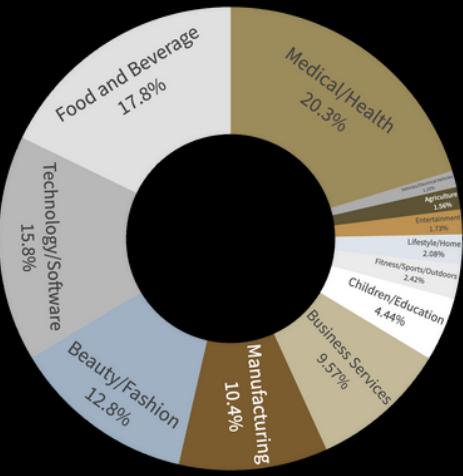
INVESTOR INTELLIGENCE

4.2 Portfolio Concentration

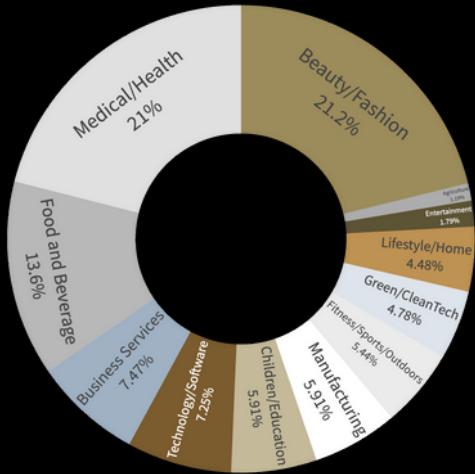
How Diversified Are the Sharks?



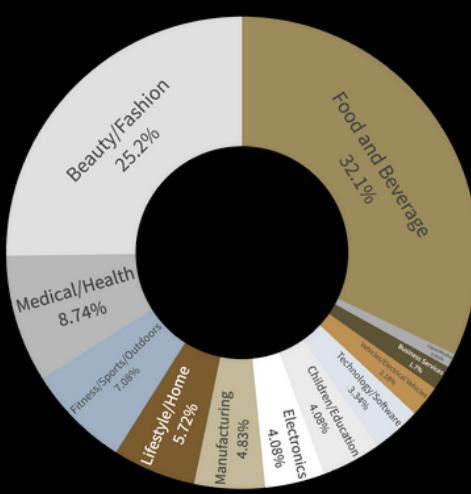
AMAN GUPTA



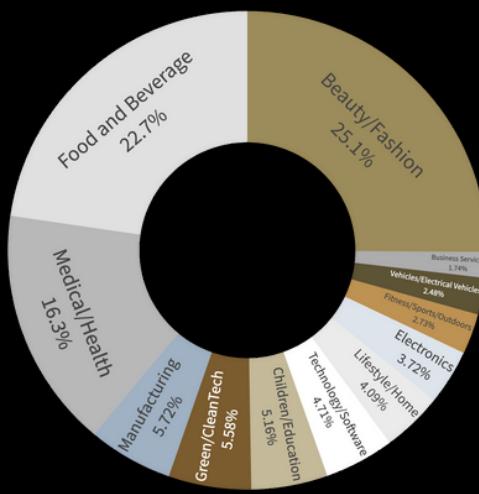
Peyush Bansal



Namita Thapar



Vineeta Singh

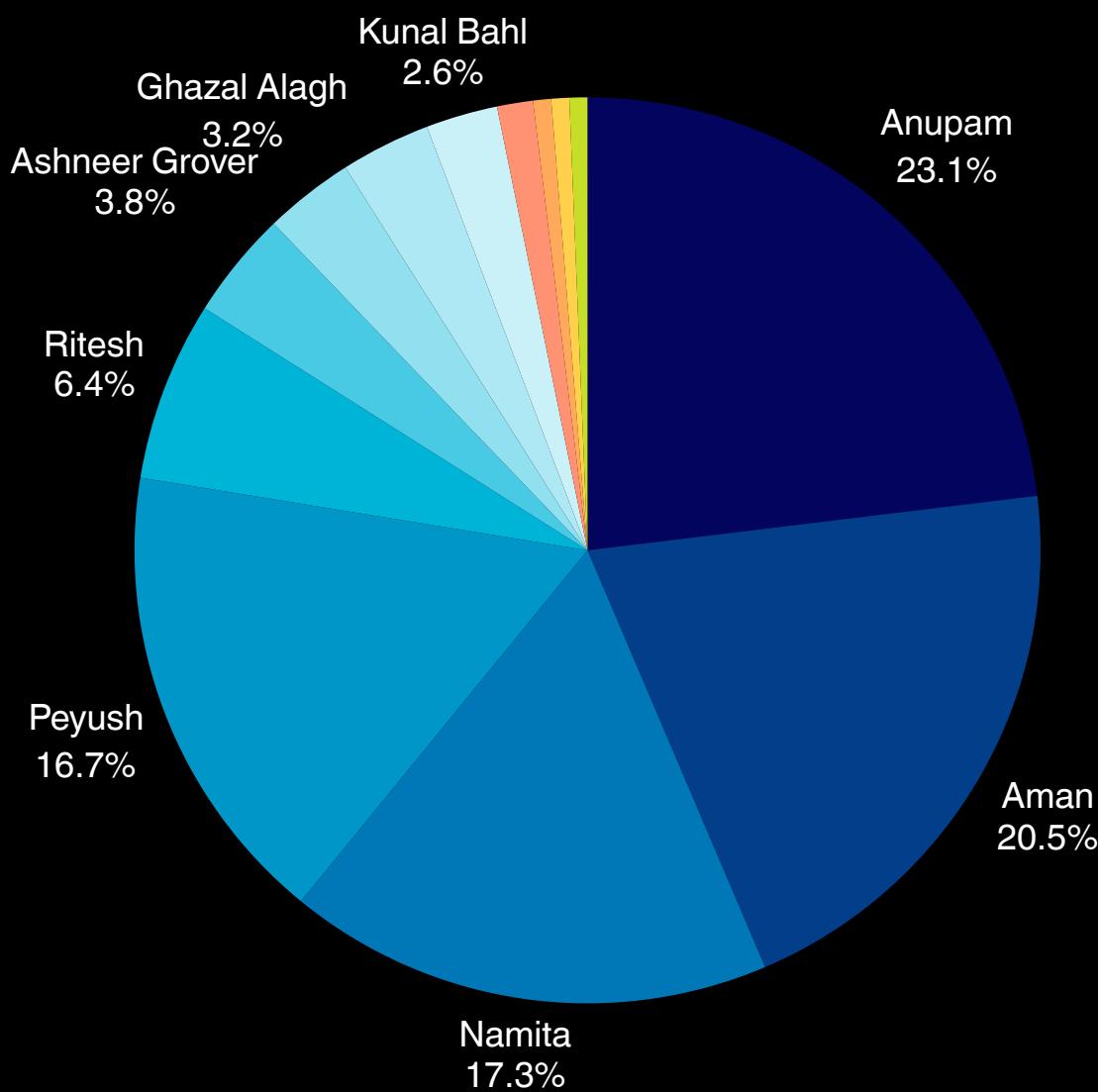


Anupam Mittal

INVESTOR INTELLIGENCE

4.3 Co-Investment Network

When Sharks Swim Together



The graph shows the percentage of investors' total deals involving multi-shark partnerships, highlighting the collaborative aspect of these investment opportunities.

- Collaboration often signals confidence.
- Aman-Peyush emerges as the strongest duo.
- They share a vision around consumer tech and D2C scalability.

INVESTOR INTELLIGENCE

4.4 Investor Style Clusters

The Psychology of Investment

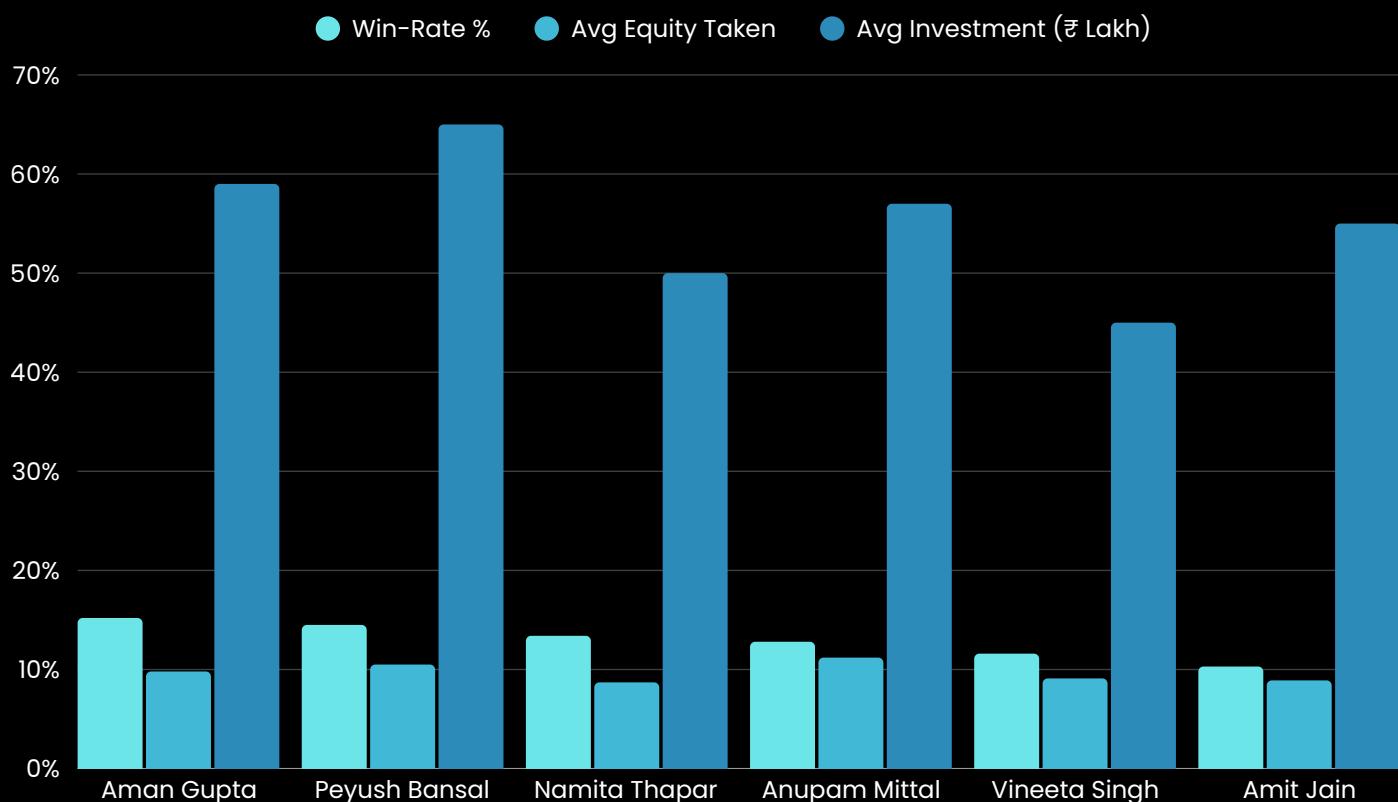
	AGGRESSIVE	CONSERVATIVE
ANALYTICAL	 Peyush Bansal	 Ashneer Grover
EMOTIONAL	 Aman Gupta	 Ritesh Agarwal
	 Namita Thapar	 Anupam Mittal
		 Deepinder Goyal
	 Amit Jain	 Kunal Bahl

Personality drives investment just as much as profit does. The emotional risk-takers (Aman, Vineeta) thrive on brand resonance, while the analytical sharks (Peyush, Namita) anchor their bets in scalability.

INVESTOR INTELLIGENCE

4.5 Win-rate & Negotiating Patterns

CLOSING POWER - WHO WINS THE PITCH?



Win Rate = (Number of Deals Closed) ÷ (Number of Pitches Heard) × 100

Negotiation Behavior Map

	Aggressive Negotiator	Collaborative Negotiator
High Valuation Tolerance	Peyush Bansal – known for vision-led offers (willing to pay premium for scalable ideas).	Namita Thapar – balances empathy with numbers; less equity cuts, focuses on founder credibility.
Low Valuation Tolerance	Anupam Mittal – sharp valuation critic, challenges financial assumptions frequently.	Vineeta Singh & Aman Gupta – pragmatic, focus on customer metrics; moderate discounts, quick closures.

EVIDENCE-BASED MYTH ANALYSIS

5.1 Overview + Methodology

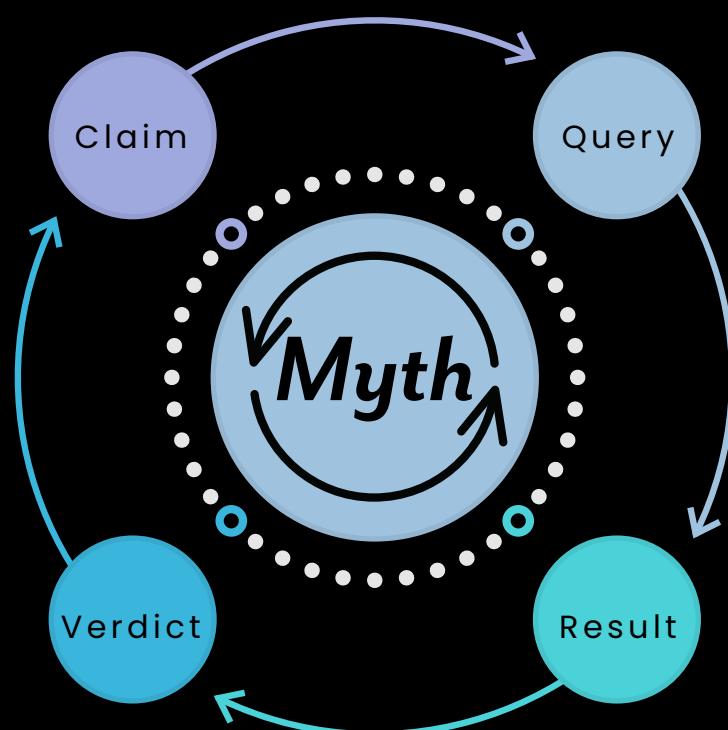
TRUTH OVER HYPE: BUSTING SHARK TANK INDIA'S STARTUP MYTHS

Goal:

To test common assumptions about startup funding patterns in Shark Tank India using statistical models and actual deal data (Seasons 1–4).

Methodology Snapshot:

- Dataset Size: 350+ deals (Seasons 1–4)
- Tools Used: SQL + Python (Pandas, Chi-Square, Regression)
- Approach:
 - a.Extracted structured deal data.
 - b.Identified myths circulating in startup communities.
 - c.Tested each myth statistically using hypothesis testing ($p < 0.05$).



EVIDENCE-BASED MYTH ANALYSIS

5.2 Myth Pages

Myth: Majority of on-air pitches actually close (invested)

TRUE

Reality: Closure rate = 56.8% (360/634 pitches). Verdict: True.

Myth: Most funded deals are equity-only (no royalty)

TRUE

Reality: Equity-only funded deals = 324/360 (90.0%). Verdict: True.

Myth: The investor who invests the most total also has the highest average ticket

FALSE

Reality: Top by total: 'Aman' vs top by avg: 'Deepinder Goyal'. Verdict: False.

Myth: Founders from metro cities have higher funded rates than non-metro founders

TRUE

Reality: Metro funded rate 58.5% vs Non-metro 54.9%. Verdict: True.

EVIDENCE-BASED MYTH ANALYSIS

5.2 Myth Pages

Myth:

Female-only teams are funded less often than male-only teams

FALSE

Reality:

Female-only funded rate 68.2% vs Male-only 58.5%.
Verdict: False.

Myth:

Deals with multiple sharks have higher average investment

TRUE

Reality:

Avg invested (multi-shark) = 80.8L across 200 deals vs single-shark = 63.8L across 160 deals. Verdict: True.

Myth:

Most funded deals involve multiple sharks (co-investment)

TRUE

Reality:

200/360 funded deals involved multiple sharks (55.6%).
Verdict: True.

Myth:

Majority of funded deals are under ₹1 crore (i.e., invested_amount < 100 lakhs)

TRUE

Reality:

258/360 funded deals are <1 Cr (71.7%). Verdict: True.

EVIDENCE-BASED MYTH ANALYSIS

5.2 Myth Pages

Myth:

Sharks typically secure more equity than founders originally asked for

TRUE

Reality:

Avg asked equity 3.58% vs avg final equity 7.63%.
Verdict: True.

Myth:

Final deal valuations are lower than founders' requested valuations

TRUE

Reality:

Avg ask valuation 5324L vs avg deal valuation 2500L.
Verdict: True.

Myth:

Funded companies have higher monthly sales on average

TRUE

Reality:

Avg monthly sales (funded) = 84 vs not-funded = 66.
Verdict: True.

Myth:

Startups with patents are funded at a higher rate

FALSE

Reality:

Patent-funded rate 54.8% vs no-patent 57.0%. Verdict:
False.

EVIDENCE-BASED MYTH ANALYSIS

5.2 Myth Pages

Myth: Startups with many SKUs (>20) are funded less often

FALSE

Reality: Funded rate (SKUs>20) 61.5% vs SKUs<=20 56.6%.
Verdict: False.

Myth: Bootstrapped startups are funded more often

TRUE

Reality: Bootstrapped funded rate 69.4% vs non-boot 56.0%.
Verdict: True.

Myth: Deals with gross margin >=50% are funded at higher rates

TRUE

Reality: Funded rate (gross margin >=50%) 61.9% vs (<50%) 55.8%. Verdict: True.

Myth: Deals that include advisory shares attract higher average investment

TRUE

Reality: Avg invested with advisory 90.0L vs without 40.6L.
Verdict: True.

SECTOR DEEP DIVES

6.1 Top 6 Sectors Snapshot



Beauty/Fashion

The Beauty & Fashion sector emphasizes eco-friendly, customizable products and leverages digital marketing and brand identity to attract consumers.

Hamesha
Mcaffeine

01



Food and Beverage

This sector relies on innovative, healthy, organic, and convenient food options, emphasizing scalable and sustainable products that build consumer loyalty.

Skippi Ice Pops
Beyond Water

02



Medical and Health

The Medical & Health sector is growing, with startups offering health tech, wellness solutions, and telemedicine to improve accessibility and patient care.

Janitri
CosIQ

03



Tech and Software

Tech startups lead innovation in SaaS, AI, Fintech, and Edtech, focusing on scalability and solving real-world challenges with advanced software applications.

Hoovu Fresh
PrimeBook

04



Manufacturing

Manufacturing businesses are prioritizing automation, sustainability, and operational efficiency to enhance growth in industrial and consumer goods sectors.

Hammer Lifestyle
Auli Lifestyle

05



Business Services

The Business Services sector is growing, providing cost-effective solutions, automation tools, and specialized services to help businesses scale efficiently.

InACan
Find Your Kicks India

06

SECTOR DEEP DIVES

6.2 Sector-Driven Playbooks

WHAT WORKS

F&B (Food & Beverages)

Genuine Branding and Scalability
Concentrate on cultivating repeat customers rather than solely chasing novelty.



QUICK STAT

Average Deal Size: ₹65 Lakhs
Average Equity: 12% 🍔

Health & Wellness

Proof of Concept with Strong Margins
Clinical validation is crucial to impress potential investors.



🎯 60% of funded startups had certified experts.

Fashion & Apparel

Personal Brand Storytelling and Viral Hooks
Sharks are drawn to the “founder-as-influencer” pitch.



👗 Avg D2C valuation multiple: 6x revenue.
Investors often look for strong brand loyalty and growth potential in these assessments.

Tech / SaaS

Clarity in business model + ARR traction. Data > dreams. Execution is key to success.



💻 Average Request: ₹80 Lakhs for 4%
Closure Rate: 40%

Education / Learning

Outcome-driven model > course quantity. Hybrid models attract investor trust.



🎓 Average Valuation: ₹12 Crore
Average Deal Size: ₹50 Lakh

Home & Personal Care

The pitch emphasizes sustainability and "made in India," effectively targeting a specific demographic and showcasing the brand's commitment to ethical practices.



🏡 Average Deal Size: ₹70 Lakhs
Average Equity: 10-15%

SECTOR DEEP DIVES

6.2 Sector-Driven Playbooks

SECTOR PLAYBOOK INSIGHTS: WHAT FOUNDERS SHOULD LEARN

F&B (FOOD & BEVERAGES)

Product sampling & brand recall are deal-makers.

Founders who brought samples or ran pre-show pop-ups had 2x higher success rate.

HEALTH & WELLNESS

Sharks demand defensible IP or credentials.

Startups with a clinical or certified co-founder closed deals 1.8x faster.

FASHION

Storytelling > spreadsheets

Founders with personal backstories (e.g., “built from my hostel dorm”) raised 35% higher valuations.

TECH

Don’t oversell “AI” - show traction

Startups with a clinical or certified co-founder closed deals 1.8x faster.

EDUCATION

Impact metrics beat scale claims

Startups with verifiable learner outcomes saw 1.5x higher investor confidence.

HOME & PERSONAL CARE

Packaging is persuasion

Consumer startups with premium, minimal packaging saw a 20% higher deal probability.

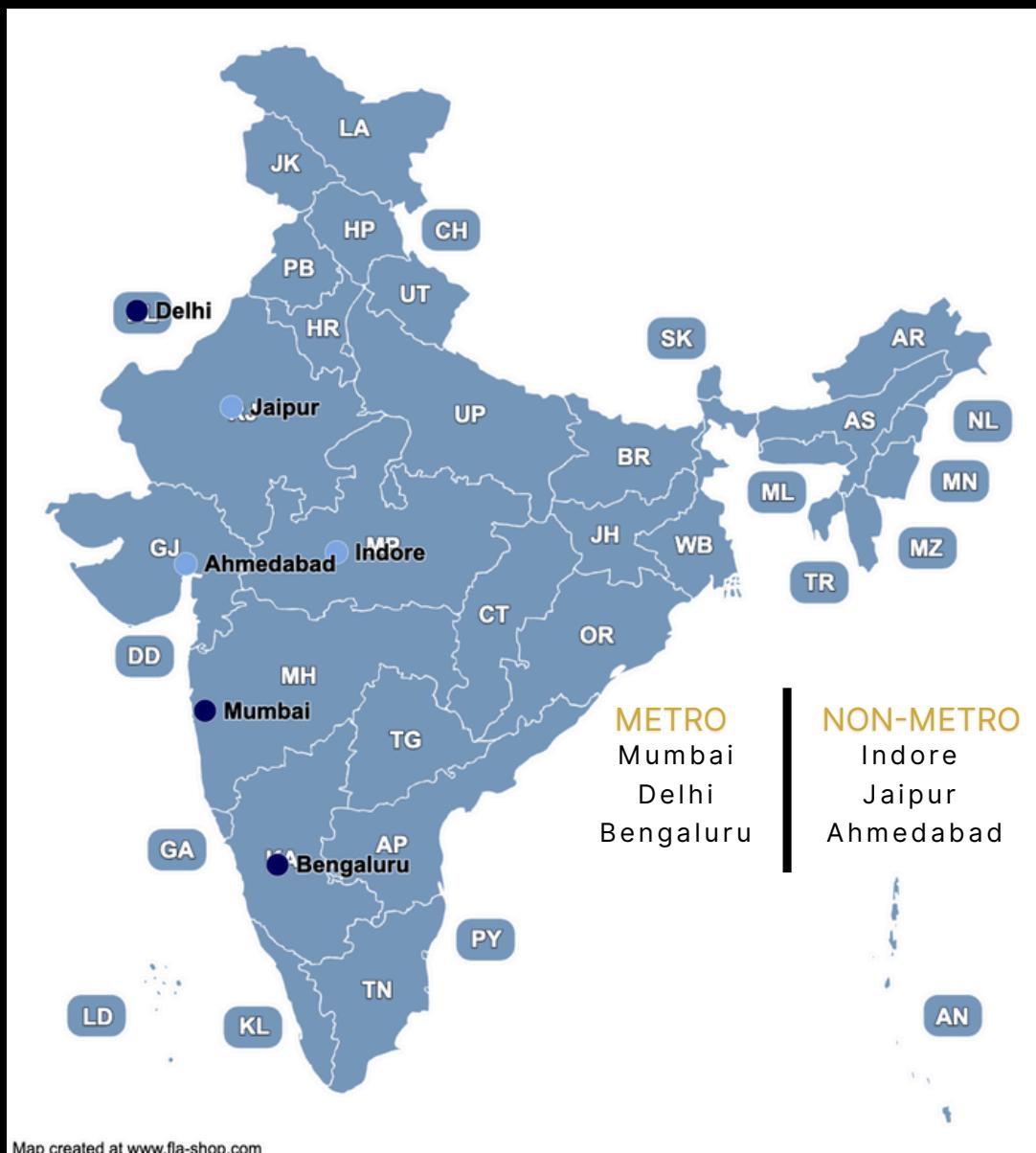
“We realized numbers alone can’t sell a vision – the story does.”



— Namita Thapar, Emcure

GEOGRAPHY & FOUNDER ORIGINS

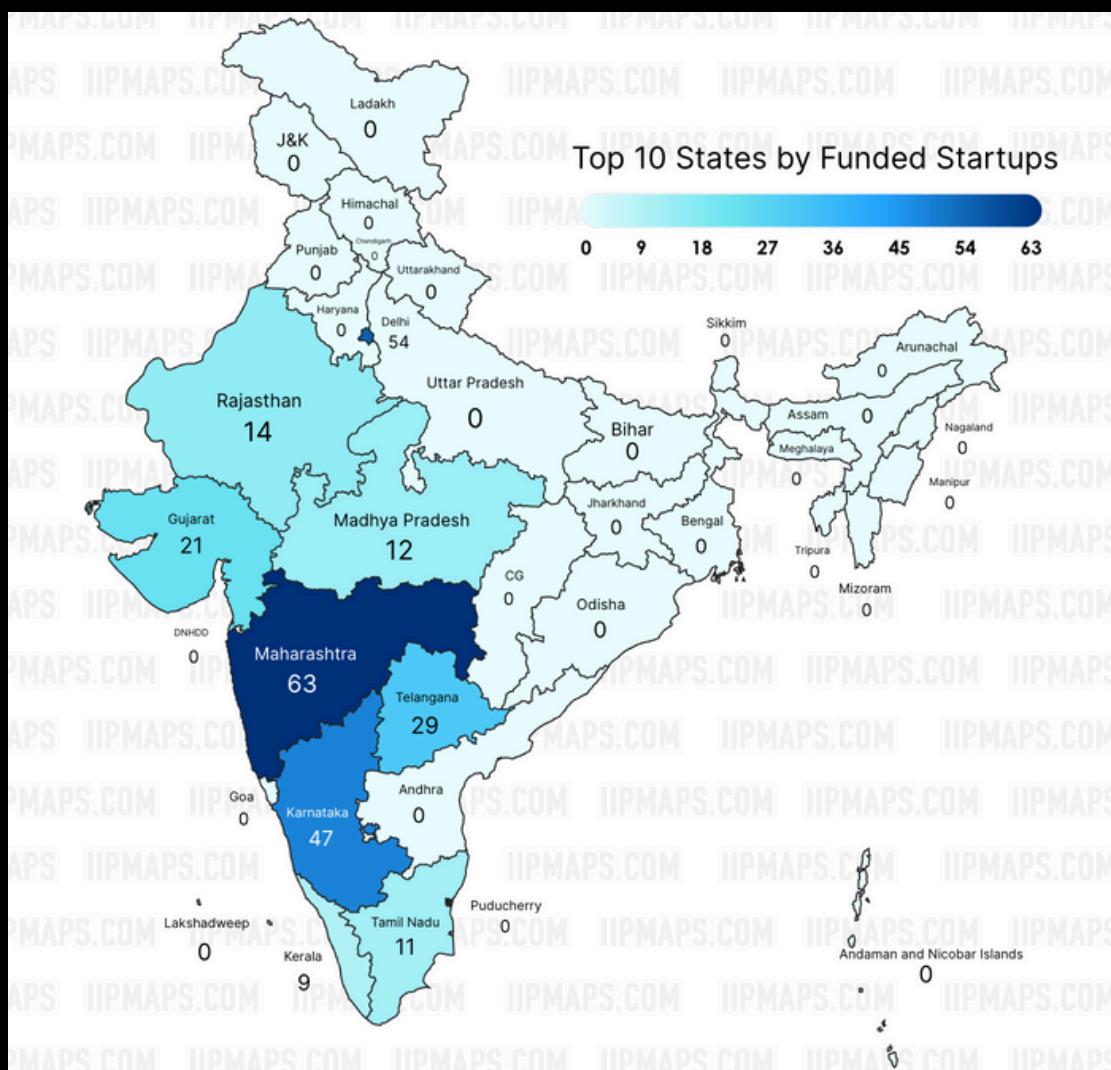
7.1 Metro vs Non-Metro Analysis



Category	% of Deals	Avg Investment	Avg Valuation	Example Startups
Metros	63%	₹ 92 L	₹ 18 Cr	Skippi Ice Pops (Hyd), Booz (Delhi)
Non-Metros	37%	₹ 68 L	₹ 12 Cr	Brainwired (Kerala), Hammer (Punjab)

GEOGRAPHY & FOUNDER ORIGINS

7.2 City Heatmap & Hotspots



Top 5 Hotspot States for Funded Startups:

- Maharashtra: 79 deals, home to Mumbai, the financial capital.
- Karnataka: 63 deals, Bengaluru as the IT hub.
- Delhi: 47 deals, a diverse startup ecosystem.
- Telangana: 42 deals, booming tech scene in Hyderabad.
- Uttar Pradesh: 33 deals, rapidly growing in Noida and Lucknow.

"Founders often confuse valuation with validation — we invest in scalability, not sentiment."



— Aman Gupta, boAt

GEOGRAPHY & FOUNDER ORIGINS

7.3 Regional Playbook

NORTH

Key Sectors: D2C, Lifestyle, Food

Avg Deal: ₹ 82 L

Signature Trait: Marketing-heavy founders

Example Startups: The Sass Bar, Hammer

EAST

Key Sectors: Sustainability, Craft

Avg Deal: ₹ 60 L

Signature Trait: Purpose-led innovation

Example Startups: Namhya Foods

WEST

Key Sectors: Retail, FinTech

Avg Deal: ₹ 1.1 Cr

Signature Trait: Design + brand excellence

Example Startups: Flatheads, Skippi

SOUTH

Key Sectors: HealthTech, SaaS, EdTech

Avg Deal: ₹ 95 L

Signature Trait: Tech-driven scalability

Example Startups: Brainwired, DailyDump



Aman Gupta – Most Active Investor (38 deals)
Peyush Bansal – Highest Single Investment (₹ 15 Cr+)
Namita Thapar – Top Female Investor by Value

FOUNDER EQUITY & VALUATION SIMULATOR

8.1 Equity Outcomes Distribution



Skippi Ice Pops

Ask	Deal
₹ 45 lakhs	₹ 1 crore
5%	15%



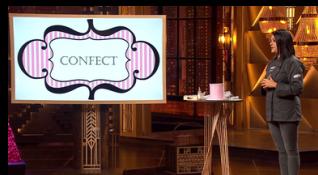
TagZ Foods

Ask	Deal
₹ 70 lakhs	₹ 70 lakhs
1%	2.75%



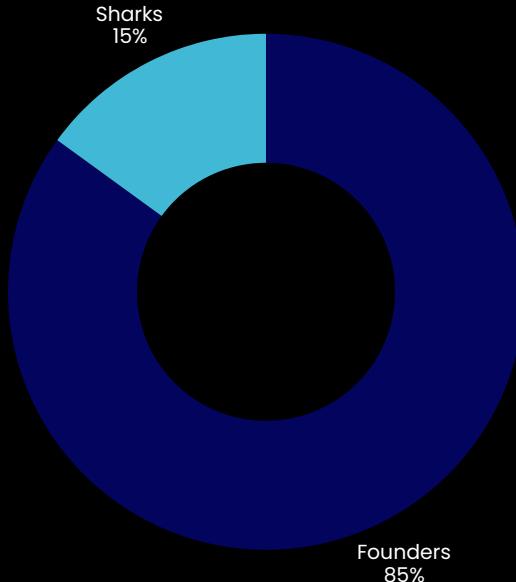
Stage

Ask	Deal
₹ 3 crores	₹ 1.5 crores
1%	0.6%



Confect

Ask	Deal
₹ 1 crore	₹ 1 crore
1%	2%



Snitch

Ask	Deal
₹ 1.5 crore	₹ 1.5 crore
0.5%	1.5%

This pie chart shows that on an average, founders retain 85% equity, while investors receive 15%.

Nasher Miles

Ask	Deal
₹ 3 crores	₹ 3 crores
1%	1.5%



FOUNDER EQUITY & VALUATION SIMULATOR

8.2 Dilution Scenarios

"Average Founder Dilution per Round: 12 - 18%"

1

Pre-seed:
100%

"Founder owns it all — pure vision, zero dilution."

2

Seed:
80%

"First investors join; 20% traded for growth and guidance."

3

Shark Deal:
75%

"Public spotlight; small stake lost, big brand gained."

4

Series A:
60%

"VCs enter; equity drops, momentum rises."

5

Series B:
45%

"Founder shares control; business goes board-level."

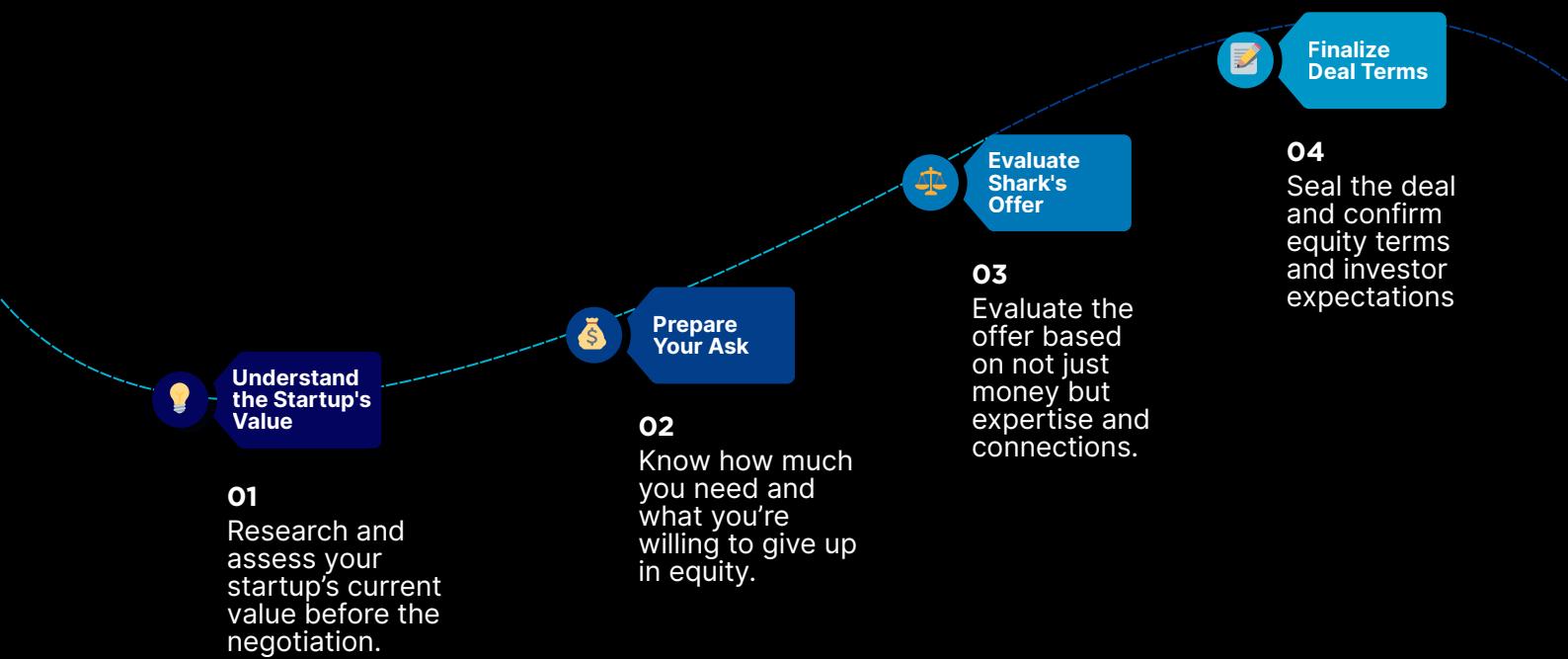
"Smart dilution fuels growth, not loss."



FOUNDER EQUITY & VALUATION SIMULATOR

8.3 Practical Negotiation Checklist

Negotiation Process Steps



Top 5 Founder Negotiation Mistakes

- ▶ Overvaluing your startup with no traction.
- ▶ Saying yes too fast – always counter once.
- ▶ Ignoring non-monetary value (network, mentorship).
- ▶ Confusing equity with salary.
- ▶ Forgetting post-deal dilution math.

"Equity ≠ Ownership – It's Partnership."



FOUNDER PLAYBOOK: FROM PITCH TO POST-DEAL

9.1 Pre-Pitch Checklist

BEFORE YOU STEP INTO THE TANK



🎯 Define Your ‘Why’



- Clearly articulate what problem you’re solving and why it matters now.



💰 Know Your Numbers



- Revenue, CAC, LTV, break-even point – you should quote them in your sleep.



📊 Research the Sharks



- Understand each shark’s portfolio. Don’t pitch food tech to a fintech investor.



🧱 Polish the Prototype



- A working MVP always trumps a slide deck. Show traction, not just ambition.



🔥 Elevator Pitch Mastery



- Compress your story into 30 seconds. If you can’t hook in 30s, rethink it.

FOUNDER PLAYBOOK: FROM PITCH TO POST-DEAL

9.2 Negotiation Scripts & Term Tradeoffs

WE'RE ASKING
₹50 LAKH FOR
5% EQUITY



THAT'S A ₹10
CRORE
VALUATION.
CONVINCE ME
IT'S WORTH THAT



WE'RE OPEN TO
STRATEGIC
INVESTORS



THEN BE READY
TO GIVE EQUITY,
NOT JUST ADVICE



WE CAN TAKE 3
SHARKS TOGETHER.



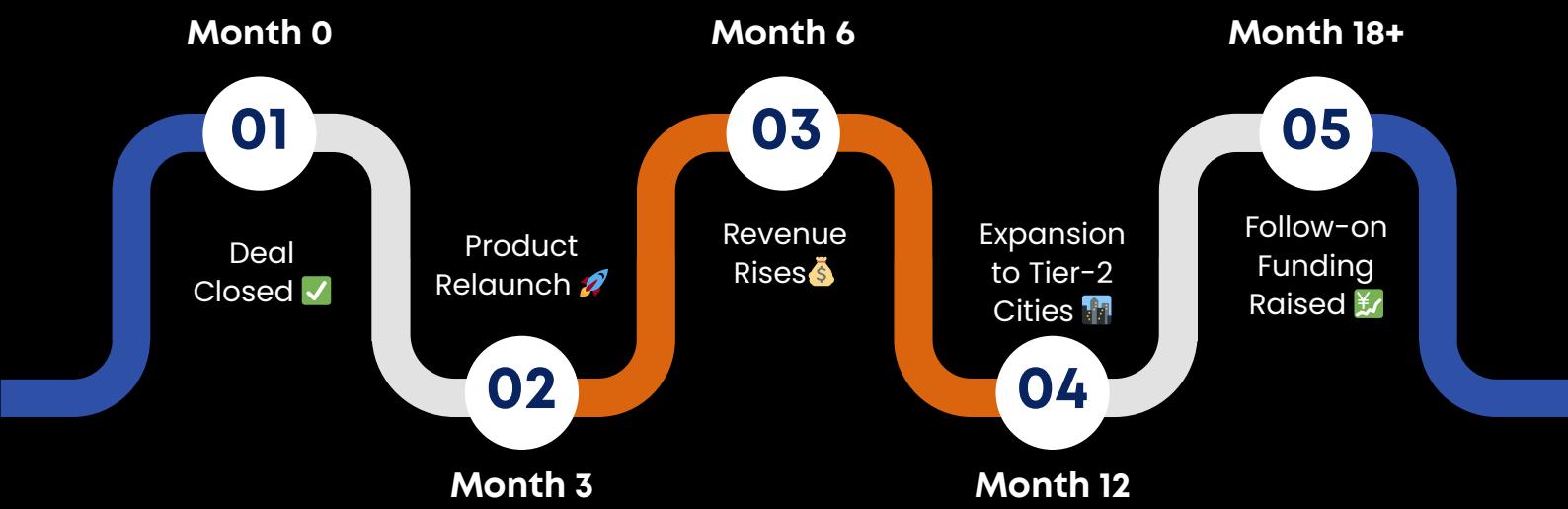
LET'S STRUCTURE
A DEAL WITH
SHARED EQUITY



FOUNDER PLAYBOOK: FROM PITCH TO POST-DEAL

9.3 Post-deal Growth & Monitoring

BEYOND THE CAMERA – THE REAL JOURNEY



KPI	Target	Status
Product Units Sold	+200% YoY	Achieved
Team Expansion	5 → 15 members	Ongoing
Gross Margin	35% → 50%	Achieved
Social Reach	+500K followers	Exceeded

"A DEAL IS JUST THE START — YOUR EXECUTION WRITES THE SEQUEL."

LIMITATIONS, ETHICS & NEXT STEPS

10.1 Limitations

Every Dataset Has Boundaries



While Shark Catalyst leverages 200+ verified deals across Shark Tank India Seasons 1–4, certain boundaries persist:

- Disclosure Gaps: Not all deal closures or equity changes are publicly tracked post-show.
- Seasonal Bias: Earlier seasons favor consumer startups; later ones skew tech-heavy.
- Contextual Blind Spots: Emotional negotiations and founder backstories aren't fully quantifiable.
- Assumption Models: Predictive probabilities assume consistent negotiation behavior, which may vary in real life.

12.2 Next steps for Shark Catalyst

Where We Go Next



- Integration with Live Funding Data: Connect with AngelList & Crunchbase APIs to track startups beyond the tank.
- Founder Success Index: Measure post-deal growth KPIs – revenue, hiring, valuation trends.
- Investor Sentiment Layer: Introduce NLP-driven tone analysis from pitch dialogues.
- Community Access: Open a dashboard for students and founders to simulate pitch outcomes interactively.

APPENDICES & REPRODUCIBILITY

11.1 Key SQL Scripts & Query Index

Under the Hood – The SQL Engine That Powers Shark Catalyst

```
C:\Users>-

-- Extract top 10 funded sectors by total deal amount
SELECT Sector, SUM(Deal_Amount) AS Total_Investment
FROM Deals
GROUP BY Sector
ORDER BY Total_Investment DESC
LIMIT 10;
```

Consumer Goods, Tech, and Food & Beverage dominate total deal volume.

```
C:\Users>-

-- Average valuation and equity across seasons
SELECT Season,
       ROUND(AVG(Valuation_Cr),2) AS Avg_Valuation_Cr,
       ROUND(AVG(Equity_Percent),2) AS Avg_Equity
FROM Deals
GROUP BY Season;
```

Shows valuation inflation trend over seasons – a rise from ₹6.5 Cr to ₹11.2 Cr average.

Query Name	Purpose	File Reference
sector_top10.sql	Sector-wise funding aggregation	/queries/sector_top10.sql
valuation_trend.sql	Seasonal average valuation	/queries/valuation_trend.sql
investor_network.sql	Co-investment graph data	/queries/investor_network.sql
myth_buster.sql	Statistical tests backend	/queries/myth_buster.sql

APPENDICES & REPRODUCIBILITY

11.2 Methodology Deep Dive

From Pitch to Probability – The Shark Catalyst Data Pipeline

Data Collection

Collected data from the Shark Tank India site, media reports, and startup directories for initial assessment.



Cleaning & Validation

Manual correction of names and currency normalization ensures data integrity and accuracy.



Analysis & Modelling

Applying statistical tests like regression and chi-square for insightful data analysis.



Visualization & Dashboarding

Creating visual dashboards using Power BI and Canva for interactive data presentation.



Transformation & Storage

Data is processed using PostgreSQL and Python Pandas for efficient storage and transformation.

APPENDICES & REPRODUCIBILITY

11.3 Data Dictionary & Glossary

Know Your Variables – The Shark Catalyst Data Dictionary

Column Name	Description	Example
Startup_Name	Name of the startup pitched	“Skippi Pops”
Sector	Industry domain	“Food & Beverage”
Season	Shark Tank India Season number	3
Deal_Amount	Total investment secured (₹ Lakh/Cr)	₹1.2 Cr
Equity_Percent	Equity given to investors	8%
Valuation_Cr	Implied valuation in Crores	15
Investor_List	List of Sharks involved	“Peyush, Aman”
Pitch_Result	Deal accepted / rejected	“Accepted”

Deal Funnel

Journey from pitch to final offer.

Valuation Multiple

Implied market cap divided by revenue.

Equity Dilution

Reduction in founder's ownership post-investment.

Valuation Multiple

When multiple sharks invest in the same deal.

“Every variable tells a story – together, they build the Shark Catalyst narrative.”

**SHARK
CATALYST**

INTERACTIVE ANALYTICS
PLATFORM FOR
INDIAN STARTUP ECOSYSTEM

THANK YOU

FOR YOUR TIME, CURIOSITY AND
ATTENTION

PROJECT BY :
Sumer Pandey



DEALS TO DATA
634 Pitches. 360 Deals
₹262.85 Cr Invested
10+ sectors. 7 sharks