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**关键词**

nice little product fashion business little bit tiny little first business good product little sad little hole little cutie little loaf little credit little penny little means thing huge own business sale business apparel company small business

**文字记录**

说话人 1 00:01  
In an unprecedented year of challenge and loss, the American spirit continue to survive and even thrive.  
  
说话人 2 00:08  
There's no reason why you can't be a hundred million dollar company. I only have two words.  
  
说话人 1 00:13  
Let's go. Shark Tank remained a steadfast champion for small business. For the startups.  
  
说话人 3 00:19  
After we aired on Shark Tank, we grew up to over 500 women.  
  
说话人 2 00:23  
The mom and pops. I wanted to start something that would be able to give.  
  
说话人 1 00:26  
Back to my hometown, the Dreamers.  
  
说话人 4 00:28  
I love seeing your progress.  
  
说话人 5 00:30  
And I can't wait to see you in person when this whole thing is.  
  
说话人 1 00:32  
Over. And the innovators, okay.  
  
说话人 3 00:36  
When you have a big dream, seize that moment because dreams really do come true and that's something worth fighting for. Those of you who are wanting to follow your dream, I encourage you to never give up.  
  
说话人 2 00:49  
This pandemic, everybody's had to change in every way. Wherever there's changes, opportunity, we will come out of this and there will be entrepreneurs that take this moment and will change the world. Bye bye. I'd like to be part of the journey. If you're gonna.  
  
说话人 4 01:03  
Dream, let's dream big.  
  
说话人 6 01:05  
Baby. And this season.  
  
说话人 1 01:08  
American ingenuity is alive and well, and we're once again celebrating the nation's best entrepreneurs. I.  
  
说话人 5 01:16  
Didn't put my job to just start this business. I quit my job because I.  
  
说话人 6 01:20  
Had a calling. It's gonna.  
  
说话人 5 01:22  
Revolutionize the entire world. This is once in a lifetime.  
  
说话人 7 01:25  
Opportunity to make an impact on the health of billions of people. I did a.  
  
说话人 8 01:28  
Million dollars in sale.  
  
说话人 4 01:30  
You're 19 years old.  
  
说话人 8 01:31  
My god.  
  
说话人 9 01:33  
So I'd like to make you an offer. And.  
  
说话人 1 01:35  
Tonight, Emma Greed, founder and CEO of smash hit apparel brand Good American and founding partner of schemes joins the tank.  
  
说话人 10 01:43  
You could be anything you wanna be. You can set this world on fire.  
  
说话人 1 01:47  
The new season.  
  
说话人 2 01:48  
Starts now.  
  
说话人 7 01:50  
I don't have.  
  
说话人 5 01:51  
Time to take the traditional path. This is a true vision. We want to change the world.  
  
说话人 7 01:57  
As we rebuild. Going bankrupt, I've seen the lowest loads of entrepreneurship.  
  
说话人 3 02:02  
Recover. We're in a rocket ship going straight for the moon, baby.  
  
说话人 1 02:04  
And fight for the future. I.  
  
说话人 3 02:07  
Can't leave this carpet without a deal. It's my purpose.  
  
说话人 2 02:10  
On earth. I know how to make this thing huge. I'm afraid you might hold me back. It's.  
  
说话人 4 02:13  
Worthless.  
  
说话人 8 02:14  
Kevin, you are alone for a reason. He's an animal. I'm the.  
  
说话人 4 02:17  
Only shock that tells the truth.  
  
说话人 1 02:19  
Shark Tank is back better than ever.  
  
说话人 5 02:23  
I'm powerful. I'm strong. I'm courageous. Sharks, let's go.  
  
说话人 4 02:30  
I love all this kumbaya stuff, but I can't figure out if I can make any money.  
  
说话人 10 02:39  
Welcome. That's.  
  
说话人 2 02:42  
The last time we're gonna be nice to you. I know.  
  
说话人 9 02:45  
I can feel it. It's about to turn.  
  
说话人 1 02:50  
First in the tank is an apparel company with inclusivity in mind.  
  
说话人 5 03:02  
Hello, sharks. My name is Filamina Kane, and I am from the buggy down bronze, New York. And I am here seeking $200,000 in exchange for 10% equity in my company, Ken Apparel Sharks. By a raise of hands, how many of you own a hoodie? Okay, now, how many of you own a hair care product? All right. I am here to tell you that you can have both in one with Ken Apparel.  
  
说话人 5 03:38  
At Kin Apparel, we are revolutionizing hair care with fashion and inclusion with our satin lined hoodies. You see sharks traditional hoodies are made with cotton, a material that absorbs the moisture in your hair, leaving it dry, frizzy and prone to breakage. Consider the girl with big, beautiful curls who can't find a hood big enough to fit her hair, or the guy with locks trying to stop limp balls from forming on his hair. At Kin Apparel, we line our hoods with the finest quality satin, a soft and smooth material that by nature helps retain moisture and reduce friction. That, coupled with our large hoods to fit all hair sizes, means more Protection, no frizz and all around comfort. So sharks, who's ready to keep it naturally with Kin apparel. Good job. Thank you, Green Sharks. You have our most popular hoodies right there. Those are our thick hoodies. And you also have our innovative reversible satin pillow cases.  
  
说话人 4 04:53  
So Filamina, what made you think of putting satin into a hoodie.  
  
说话人 5 04:57  
In 2013? I got a full ride to Princeton University, and that's where I did my undergrad. And I was very stressed. Like it was really hard on me. My hair was falling out. Yeah, my hair was falling out because I was stressed. And also I come from a family of hairstylists. So when I was home in the bronze, they will always take care of my hair. So when I went over to Princeton, it cost like $100 to get my hair done. I have that money. So I was like, you know what, let me chop it.  
  
说话人 4 05:26  
Off. I did the same thing. Oh, you did. Here.  
  
说话人 9 05:28  
I.  
  
说话人 5 05:31  
Was with like my hair growing back, I needed to protect it. And I found myself always putting like a scarf on before putting the hoodie on. One day I was like, you know what, I'm gonna make satin line hoodies.  
  
说话人 10 05:42  
When you were at Princeton, what were you studying?  
  
说话人 5 05:45  
Yeah, it's crazy cuz my degree is an ecological biology of real life.  
  
说话人 10 05:50  
Naturally, with a.  
  
说话人 5 05:51  
Certificate in global health. So I actually did get into the Columbia Millman School of Public Health. Perfect. But I ended up not going.  
  
说话人 9 06:01  
Can you tell me, like, where are you manufacturing these and how much do they sell for?  
  
说话人 5 06:05  
So we are manufacturing in China. The ones that you have right now are our thick hoodies. Those cause 1375 to make and 1675 landed and we sell it for $80.  
  
说话人 10 06:17  
Wow, that's a great margin.  
  
说话人 5 06:19  
I'm a Youtuber. I have almost 200,000 subscribers on YouTube. Thank you. And on YouTube, I do hair. I basically help black women embrace their natural hair. And it was mainly because I wanted to document my own journey. Okay? But it became bigger than that because people were coming saying, you're inspiring me, you're motivating me to take care of my hair. I'm sorry.  
  
说话人 9 06:51  
Tell us why. He said.  
  
说话人 5 06:55  
Okay, I'm sorry I'm crying because it wasn't the original plan and I got a lot of flex for from it from my family. So, you know, I have immigrant parents. We're from Ghana, from West Africa and I was raised by my grandmother in Ghana. And at a young age, I've always loved helping people. I wanted to do that with global health. But when I chopped off all of my hair and began my hair care journey, I Ju, I was just so passionate about making hair care more include inclusive for others. But the thing is, like my mom looks at my accomplishes now and she's like, wow, I'm so glad that you actually.  
  
说话人 4 07:37  
So you've made peace with them.  
  
说话人 5 07:38  
Yeah, she's happy. She's always happy. I'm.  
  
说话人 10 07:41  
Guessing means you have good sales.  
  
说话人 5 07:44  
Just wonderful. I know you like sales.  
  
说话人 4 07:45  
I do. I was wondering to tell us about that.  
  
说话人 5 07:48  
So like I said, I started this company last year with $500 that I only put into marketing, and we made $246,000.  
  
说话人 10 08:00  
And.  
  
说话人 5 08:00  
This CPM, we are at $355,000.  
  
说话人 4 08:04  
Really? What's your customer acquisition cost?  
  
说话人 5 08:08  
It's.  
  
说话人 4 08:09  
Zero.  
  
说话人 9 08:10  
So you're doing three over $350,000 of sales this year so far with zero cost, at zero.  
  
说话人 4 08:17  
Acquisition, spending any money on digital, she's gonna.  
  
说话人 2 08:19  
200,000.  
  
说话人 5 08:20  
It's not even the YouTube channel. We're always constantly going viral on Instagram and TikTok.  
  
说话人 9 08:25  
That could you selling out of these hoodies. Yes.  
  
说话人 5 08:27  
And that's my biggest problem. And that's also why I'm here. Like I want to make the deal so that I can buy more and stop being on pre order. So.  
  
说话人 9 08:35  
Oh, you're on pre order.  
  
说话人 5 08:36  
The thing on pre order is that it's, it takes four to.  
  
说话人 9 08:39  
Six weeks. So you're making customers wait four to six weeks. When.  
  
说话人 5 08:42  
We sell out, I have to put the products on pre order or else when you come to the site, you can't buy anything. So then I'm not making money.  
  
说话人 2 08:49  
How much money do you have in the bank right now?  
  
说话人 5 08:51  
I have 150,000.  
  
说话人 2 08:53  
And how much you have in inventory?  
  
说话人 5 08:55  
Woof, woof. In inventory. I got like funny or less.  
  
说话人 4 09:08  
Look, I'm very impressed with what you've done. There's no question about it. But when I invest in an entrepreneur, I wanna use my following 5,6 million followers, different platforms to help reduce their customer acquisition cost. The only product category that I've ever had a problem with, I've been successful in everything except hair care products, and I can't understand why. It just doesn't make sense. So.  
  
说话人 5 09:33  
I'm out. Thank you. So wonderful.  
  
说话人 8 09:37  
You know, you are poetry, emotion, a chaotic poetry, motion.  
  
说话人 5 09:43  
Is that bad?  
  
说话人 8 09:45  
Not so good when it comes to business.  
  
说话人 1 09:58  
One shark is out. Filomina has four chances left to make a deal for her hair care focused apparel company. Can.  
  
说话人 8 10:08  
You are a poetry emotion of a chaotic poetry motion. I see in your presentation of your facts as well as I even think in your thinking, it doesn't mean to say you aren't brilliant. I think you're brilliant. No doubt you are.  
  
说话人 8 10:25  
What I see often in business, super creative. The downside to super creative is I have a idea minute and then they act on it. And I don't think you need a shark partner because you'd be too much to handle. I spend all day long controlling you. Okay. You need a working partner. No, truly. And you need someone who's exactly opposite, someone who knows number, someone who loves to live up to do list. Okay, I have to say, I'm going to go out sadly, but I think you have enormous potential.  
  
说话人 2 10:53  
Yeah, . I agree with Barbara. I always partnered with people who are anal and I gave up big chunks in my business because I'm a ready, fire, aim person. And you seem to be a ready, fire, aim person as well. And you need somebody who is like, no, you gotta stay within the baseline.  
  
说话人 5 11:07  
Change. I'm here for. It's no, you can't.  
  
说话人 2 11:08  
And that's not about asking to change. I don't want you to change. You're amazing the way you are. But recognize one of the greatest skills an entrepreneur can have is knowing what they can't do. And you need somebody there full time that lives it as much as you do, and that can't be me. So for those reasons, somehow.  
  
说话人 5 11:24  
Okay, thank you. You are.  
  
说话人 4 11:27  
You still have two sharks left. You do have two.  
  
说话人 9 11:29  
Sharks left. But I think the valuation is an issue, and I think you've got a lot of kinks to try and figure out this business.  
  
说话人 5 11:37  
Here to make a deal.  
  
说话人 9 11:37  
So listen, I'm here to make a deal, too. I think what's really interesting and just understanding the landscape a bit more at the moment, yeah, in retail is that all retailers are looking for black female founders. And so I actually think that this product, speaking to the audience that it does, looking as diverse and inclusive as it really is, has a huge window of opportunity. I think that Lori and I would be amazing shots for you with all of Laurie's background in manufacturing, with what I do, with both good American and schemes, like really understanding the apparel landscape. So I'd like to make you an offer, okay? And it is us together, 30% of your business for the 200,000 that you're asking for.  
  
说话人 5 12:26  
Would y'all do 20?  
  
说话人 9 12:31  
No, it's, you know, it's a fair offer. And let me tell you why. You don't know what you don't know right now, right? You're just at the beginning. You're actually gonna need a lot of help. You're spending no money in marketing and all of those things are gonna come. We can accelerate this business.  
  
说话人 5 12:48  
And that's your last. I can't even do 25.  
  
说话人 9 12:53  
Here's the thing. You're giving away something. Absolutely. But think about what you get in return.  
  
说话人 10 12:58  
Now, I always say I make millionaires. That's what I do. And with a partner like Emma, hey, come on.  
  
说话人 9 13:08  
Why are you emotional? Tell me.  
  
说话人 5 13:16  
I'm crying because I'm so happy, this happy series, because I'm just like, wow, y'all wanna make a deal with me? Laurie and Emma, welcome to the kin folk.  
  
说话人 8 13:38  
Tears of joy.  
  
说话人 2 13:42  
Congratulations, filmina. Well done.  
  
说话人 9 13:45  
 still in the same. Hey.  
  
说话人 6 13:49  
Omg.  
  
说话人 5 13:53  
Made us a shark Tank and we made a deal with Lori and Emma. This is to tell you to follow your dreams, follow your passion. If you have a passion, go for it. Don't let anybody stop you.  
  
说话人 9 14:11  
I was born in East London in England. I was raised by a single mom with very little means, one of four girls. My mom went out to work every single day, so I played a really big role in raising my sisters. I watched my mom work in incredibly hard and she really taught me that I could do anything so long as you were willing to work really hard for it. I always had a huge passion for fashion and I would save every little penny so that I could buy fashion magazines, going to the London College of fashion was a huge break for me. It's the first time I'd been able to be in the big city and surround myself with people that were really like minded after a college, I landed a job in a fashion show production company. All of the designers were doing these incredible shows, but everybody needed sponsorship money. And that's exactly how my first business, ITB, was born, a fashion entertainment marketing agency. After a decade, I'd grown ITB to the point where I was lucky enough serve my first exit, one of the proudest moments in my life.  
  
说话人 9 15:11  
After 10 years of working in the fashion business, I really understood that the large majority of women were left out of the fashion conversation because of their size. In 2,016, I found a good American with my business partner, Chloe Kardashian. We are the first fully inclusive apparel brand that's really made for all women's bodies. On our first day of business, we sold $1 million worth of denim, making it the biggest denim launch of all time. My role is CEO and cofounder, and I'm a very operational CEO. I'm in the weeds. I work across every area the business. In 2019, I became the founding partner of skims, which is Kim Kardashian West shapewear and underwear brand. It's one of the greatest things about being an entrepreneur to start something from this tiny seed of an idea and see it come to fruition. Okay, come on in, girl. I'm really passionate about women being able to start their own business, especially black women and women of color. We all know that those groups of women are way left out of the funding conversation. And so the idea that I can be part of helping someone to start their business is a dream come true. So good. No, I.  
  
说话人 6 16:19  
Love that.  
  
说话人 9 16:21  
Shark Tank says so much about American and who we are as a country. Give a kiss. I came here to have my own American dream. And I think it's incredible that this is like a full circle moment for me where I can help other people realize what it is that they dream of.  
  
说话人 1 16:50  
Next up is a healthier version of an indulgence.  
  
说话人 7 17:02  
Hi, Sharks. I'm William.  
  
说话人 3 17:03  
And I'm Kristen. We're a husband wife dynamic duo, co founders of Uprising Food from Cincinnati, Ohio.  
  
说话人 7 17:09  
We're here today seeking 500,000 for 3% equity in our company. Hello, Sharks. We wanna revolutionize health, and it starts with bread.  
  
说话人 3 17:20  
We teamed up with the best artisan bakers in the industry to bring you the healthiest, tastiest, most powerful bread in the game.  
  
说话人 7 17:28  
And did we mention our bread, also known as the Uprising Cube, is keto paleo and boosts.  
  
说话人 3 17:36  
Gut health? That's right. And it's dairy and gluten free. Some say it even tastes like it's straight out of heaven. We've truly done the impossible. Our cubes are packed with fiber and created with clean and boosted super food ingredients.  
  
说话人 7 17:52  
Now who wants to join our health revolution and bring this mouthwatering, taste like heaven bread to the masses.  
  
说话人 3 18:02  
Now, who wants to taste heaven? I wanna say we haven't here. So what we have today is for you to experience live the uprising, grilled cheese. We also have French.  
  
说话人 4 18:12  
Toast. And this is just a plain piece of the bread, right? Yes, exactly. I'm gonna try that too. Go ahead.  
  
说话人 7 18:19  
Jump right in.  
  
说话人 3 18:20  
So we didn't just stop at bread. We also created chips. And yes, we have sales on both. We.  
  
说话人 7 18:27  
Are brand builders through and through. I worked at Procter and gamble and Kristen works at another CPG company. It's important to us that we bring an aesthetic and an inspiration to our brand building efforts.  
  
说话人 4 18:42  
It's got a little bit of a sponginess to it, almost like a cake, like chewy. Exactly what? And what is that?  
  
说话人 7 18:48  
So that is designed on purpose because we want you to have a very specific mouthfeel with this bread.  
  
说话人 9 18:56  
 one to four weeks in the fridge.  
  
说话人 7 19:00  
Yes, that's amazing. And that's with no preservatives. I'm gonna give you.  
  
说话人 4 19:03  
A little credit for the taste cuz I've tried a lot of these products and they taste like butter. The bread. This is pretty good. What does this cost? How much.  
  
说话人 7 19:11  
That goes for? $12 right there.  
  
说话人 4 19:13  
Yes.  
  
说话人 9 19:13  
For a little loaf of bread like that.  
  
说话人 7 19:15  
Yes. There's a lot of power in that, guys.  
  
说话人 9 19:17  
I think the bread taste absolutely delicious, but I just can't get over the price, like 12 bucks for this tiny little, like half a loaf of bread. Well, how does that compare in the market? Like I want to find a 5 dollar Bill in the bridge.  
  
说话人 3 19:28  
I.  
  
说话人 9 19:30  
Don't understand that.  
  
说话人 7 19:31  
This is not a basic bread. We're looking to upgrade bread. Americans are, quite frankly, getting sick because of the foods that were industrialized and scaled. My father is the type of person who represents the masses. Now he's an annuity for the medical system. He was given four weeks to live. We intervened with food and my dad is still here today. When we think about what we're doing here, it's not about us being successful. It's about the mission of helping people. And we will drive success by solving this problem for society. So.  
  
说话人 4 20:11  
I agree with everything you're saying, and I totally agree about the disease factor. My dad died from that. Basically same issue. Irish guy, lots of starch, lots of white flower. Kill them. But not everybody in America can afford freight. Slice is $12. That's really expensive. Yeah, exactly. What are the revenues of this business?  
  
说话人 7 20:28  
So first year in business 2019, we did 85K top line. Second year in business 2020, the pandemic hits, we did just under a million top line.  
  
说话人 8 20:39  
How's that possible? What did you do? Hold.  
  
说话人 7 20:41  
On. It gets better. First six months of 2021,2.1 million year to date. Pretty.  
  
说话人 4 20:47  
Good.  
  
说话人 8 20:48  
I almost wanna ask you for proof.  
  
说话人 7 20:51  
We're experts at digital marketing. So right now, we can deliver a consumer for just under $50 customer acquisition cost.  
  
说话人 2 20:58  
Yeah, that is a lot for what you sell because you need a lifetime customer to overcome that.  
  
说话人 7 21:04  
Yeah, bingo. It would be a lot if we weren't in such a high frequency.  
  
说话人 9 21:09  
Consumer. We'll get to grip through these numbers because the sales last year were really impressive, but what's your profit?  
  
说话人 7 21:14  
We are not casual positive yet. We have just under a million in net losses.  
  
说话人 9 21:20  
It sorry, last year, yes.  
  
说话人 7 21:23  
We sell a one loaf for $12. That cost us five dollars and twenty five cents to make. But let's talk shipping. Once you take that down for shipping, we clear about a 30% margin. Once you average our.  
  
说话人 2 21:35  
Bundle together and you make about three dollars and six 60 cents per loaf. Yep.  
  
说话人 4 21:38  
500,000 for 3% computes a 16.6 million dollar valuation. Scaling why you're worth $16.6 million.  
  
说话人 7 21:46  
Okay. We're on track to do 5 million this year. As you've heard, we've done 2.1 million year to date. Other companies like us, we believe, can get a 6 x multiple in market, but you.  
  
说话人 4 21:57  
Don't make money yet. Are you saying you're gonna make money if you hit 5 million this year?  
  
说话人 7 22:00  
No, absolutely.  
  
说话人 4 22:01  
Not. So when do you become profitable ever?  
  
说话人 7 22:04  
We won't become profitable when we reach a certain level of schedule. No schedule.  
  
说话人 2 22:09  
You'll become profitable when you reach a certain level of scale.  
  
说话人 3 22:12  
Our goal is to drive top line revenue.  
  
说话人 1 22:25  
All sharks are still in, but they are concerned about the lack of profits for William and Kristen's healthy bread company, Uprising Food.  
  
说话人 4 22:34  
Are you saying you're gonna make money if you hit 5 million this year?  
  
说话人 7 22:37  
No, absolutely not.  
  
说话人 4 22:38  
So when do you become profitable ever? Our.  
  
说话人 3 22:40  
Goal is to drive top line revenue.  
  
说话人 9 22:43  
What is your exit strategy?  
  
说话人 7 22:45  
Yeah, we would like to either exit the company to a larger multinational or we could foresee taking this company public at some point.  
  
说话人 8 22:53  
I don't think I've ever sat and spent this time in my seat and heard more fancy words in my entire life, right? Okay. I think if I were to put any money into your business, I would not sleep a wing tonight. Okay. It's not even a business. So that I'm listening about. It's a cause. The uprising, the battle has begun. But the bottom line here is I don't trust you to even protect my money. And sadly for me, that's the reason I'm not.  
  
说话人 7 23:21  
Let me tell you just a quick thing here.  
  
说话人 10 23:23  
Here's here. I wanna share a few things with you. I like the concept of healthier foods, right? And I do think that down the road, it will have great potential because this is on trend for what people want. But sadly, it's also too big an ask for me evaluation. So I'm sorry, I'm out.  
  
说话人 4 23:43  
Okay, thank you, Laura. Thank you. I'm stuck as an investor on this 500,000 for 3%. For this deal to work, you're gonna have to exit it close to half a billion valuation for me to get my money back. I mean.  
  
说话人 9 24:01  
Thank you guys. I think the product is great. You know, I consider myself a foodie and definitely a bread girl. And I thought this bread was really great. But equally, I think that the, you know, the sign of a really good entrepreneur is to really know the climate that you're in. And I think for, you know, so many years now, those of us that are in direct to consumer businesses have really been able to scale our businesses and do exactly what you guys said you were gonna do, chase the top line without real consideration for becoming a profitable business. You guys did not come in and demonstrate what your path to profitability is. Great point. You missed it. You spoke about all of your order economics, which ain't that great, by the way, cuz you're paying too much to require the customer. And as everybody said, you're not profitable on your first customers. So I think for me, you know, I'm out.  
  
说话人 2 24:49  
Thank you. You guys. Look, so why don't you run the company to be profitable now? Why did you go after being profitable by the month to be able to sustain all this? That's.  
  
说话人 7 24:59  
Actually exactly what we did, Mark.  
  
说话人 2 25:01  
We, look, we lost $1.  
  
说话人 7 25:03  
Million in journeys to get here. We aggressively drove cat to the floor. We've been the No. 1 lowest CAC in the. Such a.  
  
说话人 2 25:12  
Nonsense parameter. You start small, you got a nice little product and whatever you do, you go door to door, you go online, you sell it locally and you make money and you grow. But now your back is really against the wall, right? Cuz you're losing money on every sale. So the more customers you acquire, the more money you lose. Unless you can make sure that you're selling them a whole lot more products and your products are expensive and you know, the bread on slice, you get it. And it's like, what do I do now? Yeah, you know, you know, take a bite out of it.  
  
说话人 7 25:44  
That crust is actually very important to preserving the product. People buy that product for the trifecta of three reasons. You can't find something this healthy that tastes this good, that's this fresh.  
  
说话人 2 26:00  
Then why don't you say.  
  
说话人 9 26:04  
That? Because you say that was the.  
  
说话人 8 26:05  
Best thing you said all day.  
  
说话人 2 26:06  
Exactly. So that was the best sales that you made.  
  
说话人 7 26:09  
Packaging that you're looking at there is, unfortunately, our Gen 2 packaging before we really dialed in that positioning statement and figured out that was the winning comment.  
  
说话人 2 26:19  
You're driving me nuts. Okay.  
  
说话人 7 26:22  
We are constantly.  
  
说话人 2 26:24  
I know, dialing. Okay, right. You're overselling with all the jargon when you have in a authentically good product, right? Your whole little speech on crust is everything you should be saying and just selling this just because of that. I want a product that's going to give me all these things that I can't get from a slice product. That's all you had to say. So simplify, focus on the product and amount.  
  
说话人 10 26:50  
Thank you guys. So good luck with the lie. Thank you.  
  
说话人 6 26:53  
Thank you.  
  
说话人 7 26:56  
I honestly think the sharks are out of their minds. I question what they ate this morning. We know that our product is changing people's health and they couldn't see that. I'm not sure what's wrong with them.  
  
说话人 1 27:21  
Next into the tank is a product to keep your smallest valuables safe.  
  
说话人 6 27:35  
Hey, sharks. I'm Laran Lockwood and I'm from Burnett, Texas. I'm here seeking $150,000 in exchange for 15% equity in my company, Lion Latch Sharks. Some of our most valuable and fundamental possessions in life, happen to also be some of the easiest to lose. Let's say, for example, your wedding ring.  
  
说话人 3 27:56  
How I love my wedding ring and I can't find it anywhere.  
  
说话人 6 28:00  
Look at poor Maggie. She's lost her ring and she searched her bags, the dirty laundry, and now she's resorted to dumpster diving in the trash in search for her precious ring. Maggie, all of this could have been avoided if you just had a lion latch.  
  
说话人 3 28:16  
What's the lion latch?  
  
说话人 6 28:17  
Only the best thing ever, a small secure container to safely store your items. So whatever goes into this little cutie, you can rest assured nothing is getting out. Try it for yourself. Simply place your ring inside the container, slide the lid on over the stem and lock into place with the carabiner ring by sliding it through that little hole at the top of the stem. Lion Latch helps you store your beloved items safely and securely. You never have to panic again. So sharks, who's ready to lock in a deal with Lion Latch and say goodbye to losing the small valuables you love?  
  
说话人 3 28:55  
Thanks for the lion latch, Lauren. See you, shark.  
  
说话人 8 28:58  
Bye bye. What's to stop you from losing the lion lunch? Great.  
  
说话人 6 29:05  
Question, Barbara. I actually made this so you could attach it to your keys and then you can keep it in your purse or your backpack, your gym bag, your rings aren't just floating around in your bag. Mr Wonderful, what you got in there? Did you get.  
  
说话人 4 29:19  
It open? Are these hearing aids? They.  
  
说话人 6 29:21  
Are. Thank you. I'm.  
  
说话人 3 29:22  
Waiting 13 seasons to give us to you.  
  
说话人 4 29:25  
I need these.  
  
说话人 6 29:27  
For your listening skills.  
  
说话人 4 29:28  
Thank you. Yes, you're welcome. I really endears me to you. I'm just, it's gonna help you get a deal with me. Not.  
  
说话人 9 29:36  
So tell me, how did you come up with this idea? I.  
  
说话人 6 29:39  
Am a teacher and a coach, and I was newly engaged and I was coaching softball. And despite the fact my athletes have to take off their jewelry for athletics, I thought I was an exception to the rule. I never wanted to take this ring off. And I caught a ball and it flattened my engagement ring into my finger. And then it knocked out a diamonds and I didn't find the diamond. Everyone has some kind of lost jewelry story. And so this dumpster reenactment is a story that I get very frequently. I originally 3D printed this for myself, and then other teachers and coaches and my student athletes wanted one. Well, it was gonna be $30 to 3D print one for everyone. So why not manufacture it?  
  
说话人 4 30:22  
So have you sold any of them? I've.  
  
说话人 6 30:24  
Done 530,000. What, to date?  
  
说话人 2 30:27  
Yes. And that's over what period of time? Five.  
  
说话人 6 30:29  
Years.  
  
说话人 4 30:29  
Okay. Okay. What.  
  
说话人 2 30:30  
About sold.  
  
说话人 6 30:32  
In the last 12 months? I've done, let's say last year I did 230 k and I grossed.  
  
说话人 2 30:37  
54. Netted. You netted 54? Yes.  
  
说话人 6 30:39  
I netted 54.  
  
说话人 8 30:40  
Yes, sir. And how much did you put into the business?  
  
说话人 6 30:43  
I didn't put any of my own money in it.  
  
说话人 4 30:45  
Actually. So you own 100% of this? Proud dude.  
  
说话人 2 30:48  
Yeah, that's Texas proud right there. Are you.  
  
说话人 10 30:52  
Still working your job or are you just doing.  
  
说话人 6 30:55  
This? I made the tough decision this year to resign from teaching.  
  
说话人 4 30:59  
What are you charged for? One of these things? Wholesale.  
  
说话人 6 31:01  
For five, retail for 10.  
  
说话人 2 31:02  
And what does it cost you to make one? About 50. But 50. Okay.  
  
说话人 6 31:07  
But I've had such a struggle with manufacturers, y'all. I've had three different manufacturers. They couldn't keep up with the demand. My family and my friends were driving to Dallas to pick up product and bring it home to me. As I'm packing the orders. Why? The reason I didn't have them putting it directly in a pack package and shipping it's cuz I needed it to come to me so I could do a second round of quality. That's crazy. That's why I'm here.  
  
说话人 4 31:30  
Personally packing one product at a time.  
  
说话人 6 31:33  
Yes, I'm still doing that. How.  
  
说话人 4 31:35  
Are you possibly gonna scale if you have to sleep 7 hours a day? I quit.  
  
说话人 6 31:39  
Teaching, Kevin. You're missing this part. I did all that full.  
  
说话人 4 31:42  
Time. No, I got the question. I just game.  
  
说话人 6 31:43  
Ads, hearing aids. I'm full time.  
  
说话人 3 31:45  
Put those in.  
  
说话人 10 31:50  
You know what? He's gotta love.  
  
说话人 4 31:51  
You. So it sounds like you need to hire somebody to solve all these problems for you. I just want to give you money. Yeah, and I want you to go take it and turn it in more and I get more money. This is a struggle.  
  
说话人 6 32:04  
Though, for all women that wear rings. But it can be used for money, right, Mr Wonderful? Money. Okay, I got it right. So if you're getting your nails done, you gotta take off your rings. Don't just drop them in your purse. Are you gonna work out? Don't just leave it out. No.  
  
说话人 4 32:19  
I'm not. I'm going to say to you, I'm out. I'm out. I'm out. I'm out. I'm out. I'm out. Sorry. I'm out. I'm.  
  
说话人 2 32:25  
So sorry. Lauren, what you've accomplished is amazing. Thank you. I just don't see this becoming the 10,20,50 million dollar in sale business. And unfortunately, for that reason, I'm.  
  
说话人 9 32:38  
Look, I actually really admire your tenacity. I think you come on and completely lit this stage up. I'm not that interested in this on its own. And so I think for that reason, I'm out.  
  
说话人 10 32:50  
Thank you, Emma. You know what your only problem is? You don't have good manufacturing, correct? Not good enough. You need a manufacturer that you can rely on, and there's plenty of factories out there that need work, but it's not really an investable business for me, I don't think. But it can be a great one for you. And you only have to solve one problem and you can do it. You will do it. So I'm sorry to say, I wish you the best, but I'm out.  
  
说话人 6 33:17  
Thank you, Lori. Well, I just want you to know I've been working on this for 5 years. You know, the blood, sweat, cheered, teaching all day, coming home, trying to spend some time with my family and then staying up late and packing orders. And I really came here with the hopes that y'all would help me.  
  
说话人 8 33:33  
As I'm watching, you're like a dog on a bone. You can hang on that bone, keep coming back. That's a rare quality and it says to me, you should be an entrepreneur. Thank you. But your business is too small. I'm sorry, but I'm out.  
  
说话人 4 33:49  
We wish you good luck. Thank you.  
  
说话人 6 33:55  
I expected to get a deal, so I'm a little sad about that. But my plan is to go back home and get to work.  
  
说话人 1 34:13  
Next up is a business that cares about how something is made as much as what is made.  
  
说话人 11 34:27  
Hi, Sharks. I'm Patrick Robinson from New York. Pasco, my company created Community Made, is transforming how we manufacture and sell clothing in the United States. We are mobilizing teams of seamstresses, Taylor's parent makers, from underserved communities to make sustainable clothes. One of the places where this is working today is G's been, a rural, small, remote community in Alabama. Black quilters are famous there. Now Pascal Community Made is there. Creating dignified jobs that pay a living wage. We're ready to scale the success we're having in G's band across America. Sharks, I'm asking you for $500,000 for 2.5% of my company pass. Together, we can do good and make money.  
  
说话人 9 35:20  
I know you don't know you're a bit fashion famous. I.  
  
说话人 11 35:23  
Have a long career. I've been in this for 35 years before I ran. Most.  
  
说话人 9 35:27  
Recently.  
  
说话人 11 35:28  
I've was at George Armani, then I did Perry Ellis, Paco, Raban and Klein, did a collection for target. Is great selling there. You've been a.  
  
说话人 4 35:37  
Pedigree, you've been around. Well.  
  
说话人 11 35:39  
You know, I've been around and that's why I'm doing this. And Americans today don't have jobs and G's been where I just showed you, works not there and we're putting it there. All these clothes are being made right now in the US so we're a six year old business right now. 2019, pre covid, we did $6.7 million.  
  
说话人 10 35:59  
So I picked this up and I thought, oh, these are cute. Like these are my cup of tea. This is extremely nice fabric. What is a pair of pants like these cost to make?  
  
说话人 11 36:09  
$43 to make. Hundred and ten is the average cost of one of our products. So you're.  
  
说话人 4 36:15  
Not offering manufacturing facilities for anybody, it's for your own line of clothes? Right. Right.  
  
说话人 11 36:19  
Now. Now, right now, we are. So what we're doing is we're building pods across the, yes, we have one in New York City with the first one we started during the height of Covid. We just the one known, Geez, Ben came online a month ago. And so now we're building more. What.  
  
说话人 2 36:34  
Are your net profits?  
  
说话人 11 36:35  
We're not profitable yet. Okay. Okay. That's the, our average cart right now is 2:09, right? To acquire that customer, it's costing us $95. That's alright. Yeah, it is. But today we did $1.9 million. We're looking to finishes. You're at 4.5.  
  
说话人 2 36:55  
Landscape is.  
  
说话人 4 36:55  
Profitable on the 4.5 million in sales. And no, we will not know what will your losses be, how big a hole are you digging?  
  
说话人 11 37:01  
We are digging a few million dollars still.  
  
说话人 2 37:06  
Why now? We're getting to it.  
  
说话人 11 37:07  
Okay, because we're building the, building out the rapidly scaling our pods out. So we were getting close to, we're getting close to profitability at that $7 million that we were in 2019. Our revenue dropped and Covid. And basically, I should tell me.  
  
说话人 9 37:22  
This, I don't understand why your revenue dropped, right? I run apparel companies. Covid was a killer for anyone who's, you know, selling dresses, selling print, selling sequins. I'm looking at essentially what looks like elevated loungewear here, right? It's what everybody was wearing during Covid. I know. Because it skins, we couldn't keep anything in. Yeah, that looks anything like this. So I don't understand why your sales decrease so badly.  
  
说话人 11 37:46  
We didn't have the supply. We had a supply chain nightmare.  
  
说话人 2 37:49  
What was your supply chain issue?  
  
说话人 11 37:51  
We couldn't get the inventory. We want it. So we didn't build community made until July of last year.  
  
说话人 2 37:57  
Okay?  
  
说话人 11 37:59  
We were buying. So you have a.  
  
说话人 2 38:01  
Pivot going up. So when Covid hit, you kind of pivoted into this new thing called community made. Okay. Yes. What I'm trying to figure out is pre pivot, how did you sell clothes to get to 6.7 million in sales? Yeah, because post pivot, it seems to be a challenge.  
  
说话人 9 38:18  
That's my whole thing, right? I think my big issue with what you're doing is that it hasn't caught light. I'm just wondering what isn't hitting with the customers, and that's what I'm really struggling with.  
  
说话人 11 38:28  
Continent, it's the conversation, right? It's how do you build the conversation out of that traditional place of buying your ads, right? So we're spending on great sale. And that's where.  
  
说话人 9 38:39  
We're in a beautiful climate now, right? What social lets us storytelling and the beauty of what you've created is you've got an incredible story. So even you don't know how to sell it and tell that story or the customer just simply isn't there.  
  
说话人 2 38:51  
For. Yeah, m is exactly right. Because with your story, if it resonates, your cost of customer acquisition with this shouldn't be 90, right? She could come up with a new product and Bam, hit the story right there, right? Then.  
  
说话人 9 39:04  
I go back to Good American. You know, when we launch that, we started talking about size, inclusivity, diversity. The premium denim market with a one week run up, we sold $1 million a denim on day one. The customers will just get it. And I just think that there must be some kind of huge disconnecting.  
  
说话人 11 39:24  
I can't stress this enough, right? We are at the beginning of this story. I.  
  
说话人 9 39:29  
Know, Patrick. That's my only problem.  
  
说话人 4 39:32  
Let me ask you one question. You are a very talented designer, but have you ever been a CEO of a manufacturing business? No, I can tell. I don't know where you are in the continuum of when your story gets traction or not. I'm a very pragmatic investor. Yes, I like to take half a million dollars on port and port on a business model that's already proven. So I'm just adding gasoline to the fire. I don't think your flame is lit yet. I really don't. I'm out.  
  
说话人 11 40:03  
Yeah, I disagree with you. If I get it. I disagree with you.  
  
说话人 4 40:07  
Because my 500,000. If I want to.  
  
说话人 11 40:10  
And that's why I get to disagree with you. It's my business, right, Patrick.  
  
说话人 8 40:13  
I have to say, when you gave your presentation, you brought me almost to tears. I thought that story was so riveting. I can't imagine it not resonating with everyone who hears it, but you can have my investment because of the lack of clarity. Okay, so sadly, I must say for this reason, I'm.  
  
说话人 11 40:32  
Okay. I completely understand. I'm grateful for all of your time. We're building something that isn't built out there.  
  
说话人 9 40:41  
I'm, you know, I was a fan of you. I remember reading about you in Vogue on the CFDA list. I like, I knew your face the minute you walked in here. I think you need to take that same obsession that you have with how you're making things and turn it into some kind of obsession with your customers, cuz your customer is speaking and I don't think you're listening. It isn't for me. I don't think it's an investable opportunity, so I'm out. But I really applaud you. Thank you.  
  
说话人 10 41:06  
As I'm sitting next to somebody who's built a fabulous clothing line brand. And more and more, you know, I have not built a clothing line. I wouldn't know how to help you. And regretfully, Emma.  
  
说话人 11 41:20  
Completely honest.  
  
说话人 4 41:21  
Still one shark left, Mark Cuban.  
  
说话人 2 41:25  
The problem is you haven't figured out how to sell it. And I think Emma brings up a great point, right? The way things are sold 5 years ago, totally different than way it was sold four years ago. Different than three, than two. Now you have 15 seconds on TikTok. If you're lucky, you've got 30. And that's where most products are sold. And that part you haven't figured out. So I'm not gonna invest, I'm gonna go out because you have to figure that out. And it's not easy to figure out, but I wish you.  
  
说话人 11 41:51  
Will, where we're going, what we're gonna build is gonna be powerful. So we'll get down. Down. Yeah, we're gonna get down. Thank you.  
  
说话人 10 42:01  
What he was trying to do is something completely different than we've ever seen before. Yes.  
  
说话人 9 42:06  
In the end, I don't think customers are making their decisions based on where something's made right now.  
  
说话人 2 42:11  
I think you nailed it. I mean, he doesn't know how to sell it.  
  
说话人 9 42:14  
He doesn't know how to sell it.  
  
说话人 11 42:17  
I didn't get a deal, but I'm still passionate about this mission. I'm so passionate about bringing jobs back to the US they didn't get it, but we're going to bring those jobs back.