

# ELEVATE LABS

## SHARK TANK INDIA DASHBOARD ANALYSIS REPORT

### Objective

To analyse investment patterns, industry preferences, investor behaviour, and founder characteristics based on the Shark Tank India dashboard, and provide actionable insights for entrepreneurs, investors, and researchers interested in the startup ecosystem.

### Introduction

*Shark Tank India* is a platform where budding entrepreneurs pitch their businesses to a panel of investors in hopes of securing funding. The show not only showcases innovation but also mirrors the evolving investment landscape of India. This report provides a data-driven summary of the trends observed, based on key metrics such as deal value, equity, investor activity, and industry-wise performance.

### Dashboard Summary

#### ◆ Key Metrics

On average, founders offered **392.6% equity** for an average ask of **₹178.8K**, resulting in a typical requested valuation of approximately **₹5.30K**. The **average deal amount** closed on the show stands at **₹62.55K**, with the **total deal amount** across all episodes reaching **₹87.56K**. Additionally, deals involving debt financing accounted for a **total of ₹14.49K**, while **royalty-based deals** were observed in **39 cases**, showcasing the Sharks' interest in non-equity-based investment structures in select scenarios.

#### ◆ Top Performing Industries by Total Deal Amount

When analysing industry performance, the Food sector emerged as the top performer, attracting total investments worth ₹5,720K. This was followed by Education (₹3,520K), Beauty/Fashion (₹3,368K), and Manufacturing (₹3,320K)—highlighting a strong investor preference for consumer-focused and scalable business models. Other sectors like Technology/Software, Medical/Health, and Services also showed considerable traction, though to a lesser extent.

## ◆ Investor Trends

In terms of investor participation, Aman Gupta led the panel with the highest number of deals (72) and the largest total investment. Peyush Bansal (67 deals) and Namita Thapar (66 deals) followed closely, demonstrating consistent interest across sectors. Anupam Mittal, Vineeta Singh, and Amit Jain were moderately active, while Ashneer Grover and Ghazal Alagh participated in fewer deals, suggesting a more selective investment approach.

- **Aman** leads with the highest number of deals (72) and largest amount invested.
- **Peyush** (67 deals) and **Namita** (66 deals) are also among the most active.
- **Ghazal** and **Ashneer** made fewer deals comparatively.

## ◆ Founder Gender Distribution

- **Unknown:** 66.29%
- **Mixed-Gender Teams:** 17.71%
- **Couples:** 16%

This highlights a possible gap in recorded gender data but suggests couples and diverse teams have a fair presence.

## ◆ Geographical Insights

- Highest deal values concentrated in **Maharashtra, Delhi, and Karnataka**.
- Reflects stronger startup ecosystems in urban and southern/western regions.

## Founder Success Patterns

Based on the data, successful founders tended to:

- Belong to high-performing industries (e.g., Food, Education, Fashion).
- Present as couples or mixed-gender teams, likely showing diversity and collaboration.
- Originate from metro or Tier-1 cities with better access to resources and exposure.
- Offer clear business models, product-market fit, and strong valuation backing.

## **Conclusion**

The Shark Tank India dashboard paints a clear picture of investor and industry trends in the Indian startup scene. Sharks prefer sectors that are consumer-facing, scalable, and already revenue-generating. Founders from well-prepared teams, especially those based in metro areas and offering innovative yet market-ready products, have a higher chance of securing deals. These insights can guide future participants and entrepreneurs in refining their pitches and strategies.