Beat: Business

The Shark Tank Fever

Swimming with Sharks Could be Profitable

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USPA NEWS - Swimming with Sharks has never been more profitable, at least for those entrepreneurs who get a chance to pitch their business ideas on ABC´s hit TV show Shark Tank. The show presents multimillionaire/billionaire investors willing to grant the opportunity to a business owner just like you to thrive.

The show's multimillionaire/billionaire investors are Barbara Corcoran, Daymond John, Kevin O´Leary, Lori Greiner, Mark Cuban, Robert Herjavec. They are willing to grant the opportunity to a business owner just like you, to present an investment proposal . During their first successful season over $5 million dollars were pledged by the “Sharks“, followed by almost $4 million during the second season. This dynamic and successful show produced by Clay Newbill and Phil Gunn is based on a version of the “Dragons´ Den“ (NTNC), a Japanese version by Sony Pictures Television.

The Sharks, use their expertise and proven success to determine the potential and profit of those who dare to present their business pitch. When an Investor Shark senses, drive, potential, and fast R O I, they go for the “kill“ and make an offer in exchange of a piece of the company in stake. However, money is not the only thing a chosen entrepreneur walks away with, they also gain, knowledge, strength and a huge and proven to be successful support system, provided by the Shark´s network. The not so lucky, get a “for those reasons, I´m OUT! But, not before hearing the areas where they need improvement. Either way, they all gain exposure and advise that is highly valued in the business world.

Check out the tips shared by the Sharks on how to prepare your business for a once in a lifetime opportunity!
1.Develop a great idea-Your new business should be able to solve a problem, meet a need or improve and existing idea.
2.Develop the main characteristics of an entrepreneur
Leadership, Vision, Drive, Knowledge, Willingness to learn from others, Problem Solver, Perseverance, Thick Skin.
3.Find your market-Seek feedback from others, test the market with samples, find your audience and understand their individual needs.
4.Take the first steps to starting a business venture-Figure out cost of production, find your target audience, set your self as an expert on your field.
5.Create an effective business plan-Simple format, adaptable

6.Find support-Business Start up agencies, like Small Business Administration, Score, Online Articles, Books, Business Consultants, Mentors
7.Handle your competitors-Focus on your strengths, Find a niche, Provide personalized services.
8.Choose productive team members-Positive attitude, Problem Solvers, Complement your weaknesses.
9.Understand what investors are looking for
Drive, Trust, Fast and Profitable ROI
10.Find investors
Banks, Angel Investors, Network events, SBA, and of course ABC´s hit TV Show Shark Tank!

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