

# Shark Tank Presentation – Must Include!

**Video? PowerPoint? Visual Aids? Props? Gimmicks? Photos?**

- 1) **What your Product or Service Is** – Get their attention and interest.
- 2) **History** – What have you done, sold, set up and how much Money have you made?
- 3) **Market** – who is your target market? Who is using, buying or hiring your product services? Is it popular?
- 4) **Profitable** – After looking at how much money you have made, identify the costs in running this business. What is the profit margin?
- 5) **Shark Sale** – What do you value your business at and what percentage are you offering Sharks at what price?
- 6) **Long term potential** – Is this a one off event or is there a chance that the business could grow, expand and make money for years?
- 7) **Know your business** inside and out! Be able to answer questions from the Sharks about your business.