Shark Tank Pitch Templates

Shark Tank Pitch Template for Students

Introduction

1. **Greetings and Introduction**:
   - Start with a friendly greeting.
   - Introduce yourself and your student startup.
2. **Product/Service Overview**:
   - Give a brief, engaging description of your product or service.
   - Explain the problem it solves in a simple way.

Know Your Product

1. **Features and Benefits**:
   - Describe the main features of your product.
   - Highlight how it benefits other students or the target audience.
2. **Market Position**:
   - Discuss your target market and customer demographics.
   - Emphasize what makes your product unique.

Financials

1. **Pricing Strategy**:
   - State the price of your product or service.
   - Explain why you chose this price point.
2. **Sales Channels**:
   - Mention where your product is available (e.g., school events, online).

Promotion

1. **Marketing and Promotion**:
   - Share your current and planned promotional activities.
   - Mention any successful student events or social media campaigns.

Valuation and Investment

1. **Business Valuation**:
   - Clearly state your business valuation.
   - Explain your valuation with simple metrics (e.g., total sales, growth rate).
2. **Investment Ask**:
   - Specify the amount of investment you are seeking.
   - Explain how you will use the investment to grow your startup.

Backstory

1. **Personal and Business Backstory**:
   - Share your personal story and why you started the business.
   - Highlight significant milestones and achievements.

Q&A Preparation

1. **Know Your Numbers**:
   - Be ready to discuss basic financial details (e.g., sales, costs).
   - Prepare for questions about your business model and future plans.
2. **Listen and Respond**:
   - Practice listening carefully to investor questions.
   - Provide clear and honest answers.

Handling Pressure

1. **Stay Calm and Confident**:
   - Remain composed under pressure.
   - Accept feedback positively and be open to suggestions.

Closing

1. **Reiterate Key Points**:
    - Summarize the main points of your pitch.
    - Reinforce your questions and explain why your startup is a good investment.
2. **Thank the Investors**:
    - End with a heartfelt thank you.

Shark Tank Pitch Template for General Audience

Introduction

1. **Greetings and Introduction**:
    - Start with a warm greeting.
    - Briefly introduce yourself and your company.
2. **Product/Service Overview**:
    - Present a clear, concise description of your product or service.
    - Highlight the problem it solves.

Know Your Product

1. **Features and Benefits**:
    - Describe the key features of your product.
    - Explain how these features benefit your target customers.
2. **Market Position**:
    - Discuss your target market and customer demographics.
    - Highlight any unique selling propositions (USPs).

Financials

1. **Pricing Strategy**:

- State the current price of your product or service.
- Explain your pricing strategy and market positioning.

2. **Sales Channels**:
   - Provide details on where and how your product is sold (e.g., online, retail stores).

Promotion

1. **Marketing and Promotion**:
   - Share your current and planned marketing strategies.
   - Mention any successful campaigns or notable publicity.

Valuation and Investment

1. **Business Valuation**:
   - Clearly state your business valuation.
   - Justify your valuation with key financial metrics (e.g., sales, revenue growth).
2. **Investment Ask**:
   - Specify the amount of investment you are seeking.
   - Explain what the investment will be used for.

Backstory

1. **Personal and Business Backstory**:
   - Share your personal journey and motivation behind starting the business.
   - Highlight significant milestones and achievements.

Q&A Preparation

1. **Know Your Numbers**:
   - Be ready to discuss important financial details (e.g., margins, sales, projections).
   - Prepare for questions on your business model and financials.
2. **Listen and Respond**:
   - Practice active listening to understand investor questions fully.
   - Provide clear, honest, and concise answers.

Handling Pressure

1. **Stay Calm and Confident**:
   - Remain composed under pressure.
   - Accept criticism positively and be open to suggestions.

Closing

1. **Reiterate Key Points**:
   - Summarize the main points of your pitch.
   - Reinforce your questions and explain why your business is a good investment.
2. **Thank the Investors**:
   - Conclude with a heartfelt thank you.