



THE STUDENT'S PRESS

MANAGEMENT RELEASE

STARTUPS WAVE

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Shark Tank India: The New Wave of Entrepreneurship



One initiative which has captured the essence of the entrepreneurial ecosystem well is the introduction of Shark Tank. Shark Tank is an American Reality Show where entrepreneurs pitch real investors to fund their business. These investors are called 'Sharks'. It was started in the year 2009 and is an American version of Dragons' Den, and has 7.6/10 IMDb ratings. It has streamed 12 seasons totaling 269 episodes till now. The main reason that makes it exciting is, investors invest their own money in the Startup. Shark cast member Kevin Leary believes about 20% of the handshake deals made on the show are never executed, due to the investors & due diligence process following the handshake deal, which includes product testing and

examining the contestants business and personal finances. Fellow Shark Robert Herjavec believes that about 90% of those withdrawals come from the entrepreneur, in some cases due to only appearing on the program for publicity. The show is often responsible for what has become known as the Shark Tank effect. Simply appearing on the show, even without getting an offer, has the potential to significantly boost sales for companies. Some entrepreneurs have reported revenue increases of 10-20 times after the show & airing.

The Shark Tank India and controversies -

Recently, India has come up with its own Spin-off of the American version. What makes 'Shark Tank India' extra special is its timing.

The Pandemic has witnessed a wave of entrepreneurs, and the show has given these young minds a platform to exhibit their ideas and skills while also simplifying the process of fundraising. It has also helped in creating awareness about entrepreneurship in the Indian audience by taking away some of the intimidation from the concept, a formula that has worked quite well. However, the show has not been able to stay away from controversies. Sharks expressing contradictory statements to common beliefs, on national television, have led to altercations among stakeholders. Shark Tank India is also being called "over dramatic", overpowering the intended theme of the show for more TRP.

- Paras Jain

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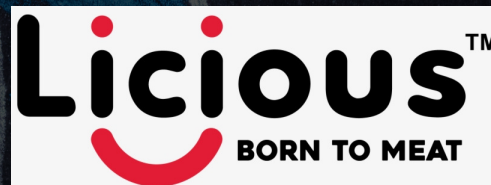
Facts about Startups

- Newbies are born every 60 seconds. It appears that about 3 new start-ups arrive in the market every second. If statistics are to be believed, around 11,000 new start-ups are launched every hour.
- Nearly 81 Indian startups are in the Unicorn Club.
- It is said that start-ups which have two or more founders have more success.
- 95% of entrepreneurs cradling successful start-ups, at least hold a Bachelor's degree. Many are college dropouts as well.

INDIAN STARTUPS YOU NEED TO WATCH OUT FOR IN 2022

The term startup refers to a company in the initial stages of operation. Startups are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is demand. These companies generally start with high costs and limited revenue, which is why they look for capital from a variety of sources such as venture capitalists. At the beginning, startups face high uncertainty and have high rates of failure, but a minority of them do go on to be successful and influential. Since, there are so many startups launching everyday let us talk about some startups to enter the Unicorn club that will flourish in 2022.

Mamaearth became the 42nd unicorn of 2021 after it raised about \$80 Mn at \$1.01 Bn value. The funding round saw participation from Sequoia, Sofina, and Evolve Fund. Founded in 2016 by Ghazal and Varun Alagh, Mamaearth started selling baby care products but gradually moved on to become a complete personal care brand.



Founded in 2016 by Rajan Bajaj, **Slice** is a fintech startup offering credit solutions targeting young consumers between the age of 18 and 29. The startup issues credit cards and payments cards to this segment in partnership with Visa and SBM Bank, allowing this cohort to build a good credit score, while also offering rewards and discounts from payments. The startup provides a credit line starting from INR 10,000 going up to INR 10 Lakh.

With only INR 57 Lakh (\$76K, at current conversion rate) as

operating revenue in the financial year 2020, Kunal Shah-led fintech platform **CRED** entered the unicorn club at a whopping valuation of \$2.2 Bn.

Bengaluru-based gourmet meat startup **Licious** entered the unicorn club in October 2021. The meat D2C startup raised \$52 Mn in its Series G round led by IIFL AMC's Late Stage Tech Fund, Avendus FLF (Future Leaders Fund) and other private equity investors.

- Sanjana Roy

- Economic Survey 2021-22 says Delhi has replaced Bangalore as the startup capital of India.
- India has seen more than 14000 Startups in 2021-22 which was only 733 in 2016-17.
- India has become the third largest startup ecosystem in the world after the US and China.

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