

# Shark Tank Pitch Analysis

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards to the right, filling the bottom right portion of the slide.

With your group,  
discuss the  
following  
questions:

- 1) What makes someone convincing?
- 2) What strategies do people use when they are trying to get you to do something?
- 3) How do advertisements get you to buy things?

Watch the  
following pitches  
from the show  
*Shark Tank*

[https://www.youtube.com/watch?v=k3PY\\_p\\_M-8w](https://www.youtube.com/watch?v=k3PY_p_M-8w)

<https://www.youtube.com/watch?v=tsrFTbOpiks>

1. What did each of these pitches do well?
2. Why did each of these pitches work?

Now watch these  
shark tank videos.

<https://www.youtube.com/watch?v=mkJKjdbluRg>

1. Why did these pitches fail?
2. What should/could they have done to make the pitch successful?

# Reflection

1. What aspects of these pitches will you incorporate into your own pitches?
2. What makes these pitches different from a speech?