

Real World Business Lessons From Reality TV



Beyond The Shark Tank

What happens after Shark Tank appearances is the premise of the show. And the last program of the season featured the progress...or lack thereof of several presenters:

Chord Buddy

A music teacher for more than 30 years, his pursuit of the education market makes sense. But so did Robert's concern.

Contracts or pilot programs that get the green light may also risk being caught in political change and defunded.

Mix Bikini

This company celebrated their Shark Tank deal with a party described by billionaire Barbara Cochrane as the most extravagant she's ever seen.

Lavish Spending + Startup = Red flag.

A startup entrepreneur has to have the mindset of a Mr. Money Moustache,

or some such.

Based on the episode, it seems the partner who left the venture after the Shark Tank appearance, may have possessed certain management skills needed to execute the idea successfully.

Bantam Bagels

A product inspired by a dream.
Unfortunately, a less than dreamy name combo.
And one that would make it harder to compete in the marketplace.

Bantam means mini or rooster.
Customers surveyed, did not know what the word meant.
Still the founders loved the name and resisted the idea of changing it.

Yet the word Bantam does not pair with bagel to grab attention or communicate edible innovation like food entrepreneurs in other product areas do.
For example, consider Bite Me Cheesecake.

Would many customers whip out dictionaries or Google the word to figure out what Bantam meant? Does the word make you want to buy a bagel?

**Dee Adams is the author of
Finding Your Niche: Discover...**

<https://nichecreativity.com/finding-your-niche-ebook/>

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