Saluting Innovation at Shark Tank for creating a platform for entrepreneurs to extend the reach of their business. Shark Tank is a reality competition TV series featuring entrepreneurs who pitch their business concept to “Sharks” looking to invest in start-up enterprises. The Sharks are self-made millionaires and billionaires that challenge entrepreneurs’ thinking and business propositions. The show provides a basic framework for entrepreneurs to understand the strengths and weaknesses of their business. If a deal closes, the entrepreneurs partnering with these business leaders get to learn from the best: how to rapidly grow and scale a business, business decision making processes to avoid mistakes, how to create winning product strategies, and so much more. And even when the Sharks decline a deal, the show still provides a great source of marketing for the contestants. Just watching the show provides an education for both start-up owners and investors alike. We salute Shark Tank for five successful seasons of celebrating American business entrepreneurs.

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