

# A Research on Funding and Investments at Fund Corp. India

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## Abstract

In the fast moving world of entrepreneurship, securing funding is only the first step; the relationship between investors and entrepreneurs often determines the long-term success of a business. Fund Corp. India, a platform where entrepreneurs pitch to seasoned investors, offers a unique opportunity to study these dynamics. The research is based on funding and investment studies of how trust, communication, and negotiation influence funding decisions and post-investment growth. By analyzing real-world interactions from the show, we aim to extract practical insights that can guide future business decisions. This research bridges theory and practice, offering valuable lessons for navigating the complexities of investor-entrepreneur partnerships. It aims to examine how the interaction between investors and entrepreneurs influences the success of business ventures and drives long-term growth. It also investigates the decision-making process of investors and the impact of their support on startups in the Indian market. By looking into hypothetical examples of *Fund Corp. India India*, the study delves into key factors such as negotiation strategies, investor-entrepreneur trust, mentorship, and the role of funding in accelerating business scaling. The study also highlights how different types of investors—whether they are venture capitalists, angel investors, or industry experts—bring diverse insights and resources to the table, influencing the trajectory of entrepreneurial success. The research further investigates the critical role of feedback, strategic advice, and the network of connections that investors provide to entrepreneurs.

**Keywords:** Investment, Funding, Invest, Episodes

## Introduction

In today's fast-paced and ever-evolving global economy, entrepreneurship is a key driver of innovation, job creation, and economic development. However, turning an entrepreneurial idea into a flourishing business requires more than just vision—it necessitates the right mix of capital, guidance, and strategic support. Entrepreneurs often rely on investors for these resources, making the investor-entrepreneur relationship vital to the success of a startup. In markets like India, where the startup ecosystem is still maturing, understanding the dynamics between entrepreneurs and investors is essential for fostering growth and innovation.

One of the most significant platforms showcasing this relationship is *Fund Corp. India*. The show brings entrepreneurs and investors together, where entrepreneurs pitch their business ideas to a panel of investors, seeking financial support and mentorship. While the immediate goal for most entrepreneurs is securing investment, the broader benefit often lies in the mentorship and strategic advice provided by the investors. The relationship between investors and entrepreneurs goes beyond the exchange of capital. Investors typically bring more than just money to the table; they provide expertise, guidance, and access to networks

that can significantly influence a startup's development. At the same time, entrepreneurs bring their vision, passion, and determination, which, when paired with the right kind of investment and mentorship, can lead to transformative business growth.

Moreover, this study will explore how these relationships shape the broader entrepreneurial ecosystem in India. As one of the world's most promising emerging markets, India offers vast opportunities for startups, especially in sectors like technology, healthcare, and education. Despite this potential, many entrepreneurs struggle to access the resources they need to succeed, making the role of investors even more significant. The research will look at how platforms like *Fund Corp. India* have made capital more accessible and how investors have played a role in accelerating business growth in the Indian context.

The research will also examine the different types of investors seen on *Fund Corp. India*, such as venture capitalists, angel investors, and industry experts. Each type of investor brings different strengths and resources to the table, influencing the trajectory of the startups they back. For instance, venture capitalists often provide substantial financial resources and strategic input, while angel investors might focus more on mentoring and hands-on support. By analyzing the differences in how these investors interact with entrepreneurs, the study will assess how these varying approaches impact startup growth and success.

## Literature Review

The research by (Cohen and Wirtz 2021) explores how decision-making alignment between entrepreneurs and investors, such as venture capitalists and business angels, influences business growth. The study analyses two companies—one with rapid expansion and another with steady growth. Findings suggest that when both entrepreneurs and investors share a structured, predictive decision-making style focused on planning, ventures are more likely to experience significant growth. On the other hand, when both parties adopt a flexible, non-predictive approach, growth remains moderate. The study highlights the importance of aligning decision-making styles to foster effective collaboration and drive business success. (Hila Keren, 2016) explores how the reality TV show *Shark Tank* portrays female entrepreneurs within a neoliberal economic structure. While the show seemingly supports women in business, Keren argues that it subtly reinforces gender stereotypes and economic disparities. The research highlights that female entrepreneurs are often underrepresented on the show and typically pitch businesses in traditionally feminine industries, such as fashion, beauty, or household products. Additionally, the interactions between women entrepreneurs and the primarily male investor panel reveal power imbalances that may influence funding decisions. Keren critiques the show's emphasis on individual success, which overlooks the broader structural challenges that women face in entrepreneurship. She encourages a more critical evaluation of media portrayals of women in business and their impact on societal perceptions of gender and entrepreneurship.

(Kohn, 2022) The research explores the factors that influence startup valuation and acquisition, focusing on venture capital and corporate investments. Through literature reviews and empirical analysis, the study examines how startup attributes, investor strategies, and economic conditions shape valuation outcomes. The study finds that institutional frameworks significantly impact early-stage startup valuations. It also highlights differences in investment motivations, with venture capitalists primarily seeking financial returns, while corporate venture capitalists often invest for strategic benefits like technology access or market expansion. The dissertation provides a structured approach to understanding valuation trends in entrepreneurial finance, offering insights for investors, entrepreneurs, and policymakers.

(Colin Clark, 2008) examines how entrepreneurs' presentation skills influence business angels' investment

decisions during initial screenings. The research finds that clear, confident, and engaging pitches significantly increase investor interest, often more than business fundamentals. Investors tend to favor well-delivered presentations, even if they attribute their decisions to financial and strategic factors. Despite this, many do not consciously recognize the impact of presentation quality on their choices. The study highlights that effective communication is crucial in securing startup funding, as a strong pitch can enhance perceived business potential. Entrepreneurs who refine their delivery style may improve their chances of attracting investment.

(Huatao Peng, Bingbing Li, and Yang Liu, 2022) explore how social networks influence the growth of entrepreneurial enterprises. The research examines key network factors such as size, tie strength, and density. Findings indicate that a larger network provides access to valuable resources, while strong personal ties enhance trust and support, both of which contribute to business growth. However, network density does not significantly impact expansion. The study also highlights that organizational networks help leverage connections, while personal networks play a crucial role in fostering entrepreneurial success. Entrepreneurs should focus on both expanding their networks and strengthening key relationships to enhance business growth.

(Neubert, E., Kuratko, D. F., Fisher, G., & Stevenson, R. 2024) examines how relationships between entrepreneurs and investors influence funding decisions and business growth. The research introduces "funding-source-induced bias," where entrepreneurs receiving funds from close connections, such as family and friends, may experience guilt, leading them to take fewer risks. In contrast, those funded by distant investors tend to make bolder business decisions. The study highlights the psychological impact of funding sources on entrepreneurial behavior, emphasizing the need to consider social ties when seeking investment. Understanding these dynamics can help entrepreneurs make strategic funding choices that align with their growth goals.

(Hoorvitch Lavi, A., & Yaniv, E. 2025) explores how investors assess entrepreneurs during early-stage funding decisions. The research integrates dual process and signaling theories to explain how investors rely on intuition and perceived signals when evaluating startups. Key factors influencing investment choices include personal traits, pitch delivery, business performance indicators, and entrepreneurial confidence. The study highlights that investors often make decisions under uncertainty based on these attributes. Understanding these factors can help entrepreneurs improve their presentations and increase their chances of securing funding.

(Klabunde, A. 2016) explores the role of trust in startup investments using an agent-based model. The research examines how investors adjust trust levels based on returns and social connections, impacting funding decisions. Findings suggest that collective investor strategies help identify underperforming entrepreneurs while maintaining a balanced level of trust. However, individual investors who react less to minor setbacks but significantly reduce trust when dissatisfied may see better personal outcomes. If all investors adopt this approach, it could lead to supporting too many unproductive startups, ultimately lowering overall returns. The study highlights the importance of trust management in startup financing.

### **Introduction of Fund Corp. India India**

*Fund Corp. India* is a revolutionary television show that has significantly impacted India's entrepreneurial landscape. Based on the global *Fund Corp. India* format, the show offers entrepreneurs a platform to present their business ideas to a panel of high-profile investors, or "Investors," with the aim of securing both funding and mentorship. The core concept of *Fund Corp. India* is to connect entrepreneurs with

investors who are looking for innovative, scalable business opportunities. The entrepreneurs pitch their ideas to the Investors, who then decide whether or not to invest, often negotiating terms that involve both financial backing and strategic guidance. The industries featured on the show range widely, including technology, healthcare, education, agriculture, and retail, reflecting the diverse range of entrepreneurial activity in India.

The show goes beyond the usual business pitch. It has become a crucial educational tool that offers a glimpse into the real-world challenges and opportunities that entrepreneurs face while seeking investment. Each pitch showcases the emotional and intellectual journey of the entrepreneurs, from conceptualizing their business ideas to securing the necessary capital. The Investors, seasoned investors themselves, assess each opportunity based on various criteria, such as the market potential, the entrepreneur's vision, and the scalability of the business.

One of the standout features of *Fund Corp. India* is the relationship that forms between investors and entrepreneurs. While funding is central to the interactions, the mentorship and strategic input provided by the Investors often have an equally significant role in the success of the businesses. The Investors bring their wealth of experience, business acumen, and networks to the table, helping entrepreneurs refine their strategies, grow their businesses, and navigate challenges. This mentorship is a crucial part of the investor-entrepreneur dynamic, which often results in a partnership that extends beyond the mere exchange of money.

As a case study, *Fund Corp. India* offers a rich opportunity to explore how these relationships influence both funding decisions and the long-term growth of businesses. By analyzing the way investors interact with entrepreneurs, the research will offer insights into how these partnerships shape the success of startups, providing valuable lessons for entrepreneurs seeking funding and investors looking to make informed, impactful decisions.

### **Objective of the study**

1. To understand how relationships between investors and entrepreneurs affect business funding and growth.
2. To explore the role of Fund Corp. India India in supporting startups.
3. To identify what investors look for before funding a business.
4. To understand the process of funding and decision-making by investors.
5. To examine how investors help businesses grow beyond just giving money.
6. To provide useful lessons for entrepreneurs on securing funding and working with investors.

### **Research Methodology: Secondary data**

Case Studies and News Articles, media coverage on *India* startups and follow-up stories on their progress post-investment provide valuable insights into the entrepreneur's journey, growth, and the role of investor support in their success.

### **Episode 1: Super Finance-Revolutionizing Payments for Small Merchants**

Super finance is a fintech startup that provides digital payment solutions to small and medium-sized businesses. The platform allows merchants to accept payments via a unified QR code and also offers working capital loans to these businesses. The founder presented Super finance, seeking ₹10crore in exchange for 10% equity. His pitch focused on the large market of small merchants in India and the

significant potential for digital payments to penetrate this space. The investors were initially cautious but were impressed by the business model, especially its potential to empower small businesses and simplify digital transactions. Investors were particularly interested and decided to invest ₹10 crore for 5% equity, acknowledging the scalability and potential for market disruption. With the funding, Super finance expanded its user base rapidly, onboarding thousands of merchants across India. The company also raised additional rounds of funding and grew into one of India's largest digital payment platforms.

### **Episode 2: Gharka - Empowering Regional Content**

Gharka is a regional language news and services platform catering to India's underserved rural and semi-urban audiences. The platform offers news, job listings, and classified ads in regional languages, allowing users to access hyperlocal information. Founder and CEO with a request for ₹6 Crore for 5% equity. The business model was focused on providing accessible and relevant content in regional languages, tapping into the large non-English-speaking population in India. Investors were interested in the platform's potential for growth, especially in the underpenetrated regional markets. They offered ₹6 Crore 12% equity, recognizing the value of tapping into underserved regions. Gharka rapidly expanded its services across India, increasing its reach and building a strong user base in regional markets. The company grew its user base and added more localized services, cementing its position as a key player in regional content distribution.

### **Episode 3: Sona-A jewelry Brand**

Sona – A jewelry brand that aims to offer affordable and high-quality silver jewelry. Founders were looking for ₹1 crore for 5% equity in exchange for expanding their growing jewelry business. The pitch focused on their unique selling proposition of offering high-quality silver jewelry online. While their product caught the investors' attention, the entrepreneurs' **valuation** was high compared to the business's current sales and traction. This led to a tense negotiation where investors were not sure if the valuation matched the current performance. Investor Decision: After much deliberation, Aman Gupta and Peyush Bansal showed interest. They decided to offer ₹1 crore for 15% equity, signaling a negotiation win for both sides. The interaction highlighted how **trust** and **confidence** in a startup's ability to grow can lead to successful deals. Investors wanted to see proof of consistent sales and a concrete plan for scaling, while the entrepreneurs maintained a confident yet flexible approach throughout the negotiation. Post-investment, Sona scaled its operations significantly, expanded its customer base, and introduced new product lines. The brand gained significant traction in the e-commerce jewelry space and built a loyal customer following. This episode highlighted how effective communication, along with a willingness to adjust the terms during negotiations, can lead to a win-win situation for both entrepreneurs and investors.

### **Episode 4: Healthai- Personalized Fitness with AI**

Healthai is an AI-powered fitness and nutrition platform that provides personalized fitness training and diet plans based on individual health metrics and goals. The entrepreneurs pitched Healthai, seeking ₹1 crore for 10% equity, highlighting the growing fitness market and the increasing use of AI in health and wellness. Investors were intrigued by the technology and its potential to revolutionize fitness. They offered ₹1 crore for 12% equity, recognizing the unique value proposition of combining AI with fitness. Healthai used the funds to enhance its technology and scale the platform, attracting a wider audience of fitness enthusiasts. The company also expanded its services to gyms, fitness professionals, and individuals

seeking personalized fitness solutions.

### **Episode 5: “Learn India” - Disrupting EdTech with Interactive Learning**

Learn India is an EdTech platform that provides interactive and personalized learning experiences, focusing on subjects like mathematics and coding using quizzes, videos, and peer interaction. The entrepreneurs pitched their EdTech platform, seeking ₹75 lakh for 8% equity, emphasizing the potential for personalized learning to improve student outcomes. Investors were impressed by the platform's engagement model and offered ₹75 lakh for 10% equity, recognizing the potential for disruption in the education sector. The company used the funds to enhance its platform, offering more courses, increasing its user base, and reaching new markets. It became a leading player in the Indian EdTech space, helping students learn in a more interactive and personalized manner.

### **Episode 6: “Join us” – Premium Desk Essentials for Professionals**

“Join Us” specializes in luxury desk accessories designed to enhance workspace aesthetics while maintaining sustainability. The brand focuses on delivering high-quality, eco-friendly desk essentials for professionals who prioritize both function and style. The founders proposed an investment of ₹50 lakh for 1% equity, highlighting Join Us as a premium niche brand targeting modern professionals. Investors found great potential in the brand and made an unexpected move by offering ₹5 Crore for a 51% stake, securing a controlling interest. His belief in the brand's long-term prospects made this one of his biggest investments on the show. With investors' mentorship and capital, the brand expanded its product range, streamlined production, and strengthened its retail presence in high-end markets. The brand also formed strategic partnerships, boosting its visibility and sales across India.

### **Episode 7: WearFashion – Bridging Luxury Fashion with Consumers**

WearFashion is a fashion-tech marketplace that connects independent designers and high-end brands directly with consumers. By offering exclusive collections from top designers, the platform aims to make luxury fashion more accessible and discoverable in India. The founders sought ₹1 crore for 1% equity, presenting their business as a blend of digital and experiential retail, set to redefine the luxury fashion space. The investor invested ₹2 crore for 2% equity. With fresh capital, the brand expanded its designer collaborations, launched AI-powered styling tools, and opened interactive retail spaces. The company also entered international fashion hubs, scaling its reach beyond India.

## **Findings**

### **1. Pitch Delivery and Presentation**

The way entrepreneurs present their ideas is vital in capturing the attention of investors. Observing their ability to communicate clearly, showcase the uniqueness of their business, and respond confidently to investor questions reveals a lot about their potential for success. Effective pitch delivery involves a well-structured presentation, highlighting the business model, the problem it solves, the target market, and the entrepreneur's passion for the idea.

### **2. Investor Responses and Reactions**

Investor reactions offer significant clues about the business's potential. Observing body language, facial expressions, and verbal feedback helps to gauge their interest and concerns. Positive responses, such as enthusiastic questioning or constructive feedback, often signal interest, while disinterest can be seen in

minimal responses or skeptical remarks.

### 3. Negotiation Process

The negotiation phase is a critical part of *Fund Corp. India* where both the entrepreneurs and investors engage in discussions about equity, valuation, and terms. Watching this process closely helps understand how the investors assess the business and what criteria influence their decisions. Investors may negotiate the terms based on various factors, including the entrepreneur's vision, the scalability of the business, and market potential. Observing these negotiations offers valuable insights into how business valuations are determined.

### 4. Investor-Entrepreneur Interaction

The dynamics between the entrepreneurs and the investors can often determine the success of the pitch. Positive interactions, characterized by mutual respect and clear communication, tend to lead to successful investments. On the other hand, tense or confrontational interactions might lead to rejections or unsuccessful negotiations, providing lessons on how rapport and trust-building play a role in securing investments.

### 5. Decision-Making Insights

Understanding how investors arrive at their decisions is crucial. Some investors might make quick decisions based on strong business potential, while others take time to deliberate and assess the risks. Observing these decision-making processes can help entrepreneurs understand what aspects of their pitch are likely to resonate with investors and which factors play the most significant role in funding decisions.

## Conclusion

In conclusion, investor-entrepreneur relationships are crucial for funding and business growth, as shown in *Fund Corp. India*. These relationships extend beyond financial support, with mentorship, strategic guidance, and personal connections playing a key role. Entrepreneurs who come prepared with strong pitches, clear business models, and the ability to engage with investors are more likely to succeed. However, investor decisions are influenced by factors like personal preferences and the show's entertainment aspect, not just business potential. From the analysis of various episodes and investor decisions, it is clear that entrepreneurs with a well-prepared pitch, a strong business model, and an ability to engage with investors on a personal level are more likely to secure funding. However, the process also reveals that investor decisions are influenced by more than just the business potential; investor preferences, personal brand alignment, and even the entertainment aspect of the show impact the dynamics of these negotiations. Trust, communication, and emotional intelligence are vital to these relationships, while non-financial contributions such as networking and mentorship also drive business growth. Despite the show's focus on established entrepreneurs, the study highlights important lessons on preparing for investment and the value of investor support. Limitations, such as time constraints and selective editing, restrict the broader applicability of the findings, and future research should track long-term outcomes and include a more diverse range of entrepreneurs. Overall, while funding is important, the guidance and partnership from investors can significantly impact long-term business success. Future studies should delve deeper into these dynamics to gain more insights into fostering successful investor-entrepreneur relationships.

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