

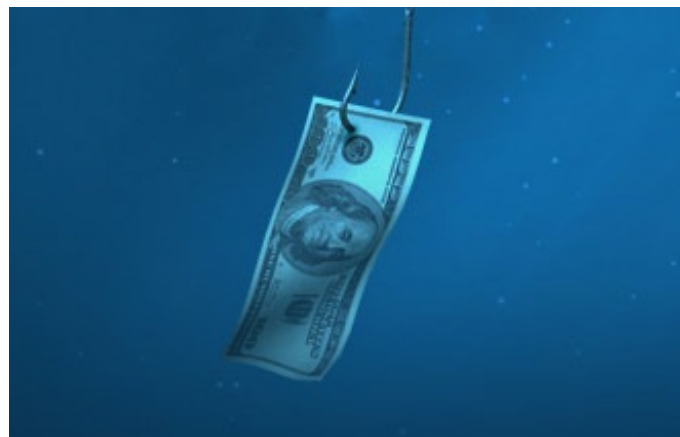
Failure Stories from the Shark Tank

 sharktankblog.com/failure-stories/

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Failure stories don't get featured on Shark Tank in the update segments. Why would they? Shark Tank wants to feature success stories. Plenty of entrepreneurs "fail" by not getting a deal, but manage to parlay their appearance on the show into further success for their business. Those stories get plenty of coverage; some companies that don't get a deal with the Sharks even return to do an update segment. What doesn't get as much press are the failure stories; tales of Shark funded deals that have gone bad.

Failure Stories of Funded Entrepreneurs: Cactus Jack



Barbara Corcoran had one of the more visible failure stories early on in Season one. Cactus Jack got a \$180,000 investment; \$90K from Kevin Harrington and \$90K from Barbara. The two Sharks invested in Cactus Jack and his Body Jac after the entrepreneur shed 30 pounds to prove his invention worked. Fast forward to 2012 and Body Jac is no longer for sale. Barbara has publicly stated it was her worst investment in the Shark Tank. When [Kirk Taylor met Barbara Corcoran](#) last spring, she didn't go into detail about how the investment fell apart, but she was "visibly perturbed" about the deal when questioned. Cactus Jack's recap has even been removed from the ABC website!

Failure Stories of Funded Entrepreneurs: Toygaroo

The most visible of all the Shark Tank failure stories is probably Mark Cuban and Kevin O'Leary's investment in Toygaroo, the "Netflix of Toys." O'Leary and Cuban partnered on this deal with \$200K (\$100K each) for 35% of the business. The concept appeared to be a winner. Nikki Pope, a minority partner in the business and Toygaroo's public ambassador, was all over the media after "winning" on Shark Tank, pitching Toygaroo on all the major TV networks. Somewhere along the line, the business ran into trouble. In the fall of 2011, customer complaints about Toygaroo mounted and the company's CTO made some cryptic public statements on his [personal blog](#). On April 2, 2012, [Toygaroo filed for Bankruptcy](#). In an [interview with the Toygaroo CTO](#), Phil Smy, he stated, "the business was growing. To be honest, that was the problem. Explosive growth is a difficult thing to handle for small businesses. I thought – and still think – it is a great idea." As for the Shark investors, he said "I don't think that the 'big name' investors we got really came through with what I had hoped." He didn't elaborate on that last point, but it does make one wonder. Toygaroo has ceased all operations.

Many more failure stories exist in the Shark tank and we will highlight them in the coming weeks. To be fair, some companies that appear on the show fail on their own, but there will undoubtedly be more failure stories emerging from the Shark Tank in the future. Entrepreneurs want to tell success stories, not failure stories.