

SCIMARK REPORT

BY JORDAN PINE

This month's theme is products that have appeared on ABC's *Shark Tank*. In case you live under a rock, *Shark Tank* is a reality show where a panel of investors listens to pitches and decides whether to buy an ownership stake in a company. QVC queen Lori Greiner, Dallas Mavericks owner Mark Cuban, and FUBU founder Daymond John are among the sharks who appear on the show.

Two items that recently rolled out on DRTV were also pitched on *Shark Tank*. Of course, there is an undeniable link between our industry and the people and products of the hit show. DRTV veteran Kevin Harrington was an early shark, and Greiner pitched her products on DRTV both before and after she became a shark.

SIMPLY FIT BOARD

Description: A fitness board

Main Pitch: "A fun, effective, and easy way to get fit and toned in just minutes a day"

Main Offer: \$39.99 for one (choice of four colors)

Bonus: Workout DVD and eating guide

Starring: Lori Greiner

Marketer: Allstar Products

Website: www.SimplyFitBoard.com

Rating: 5 out of 5 ★★★★★



Mother and daughter team Linda Clark and Gloria Hoffman pitched this balance board with a twist on *Shark Tank* in November 2015. Greiner closed the deal, buying 18 percent of the company for \$125,000. She took the product to QVC the following day and sold it out. Fast-forward nine months, and it's a hit on DRTV as well. Kudos to Greiner for finally getting a DRTV hit after many years of trying. Fitness is one of the most difficult categories for short-form DRTV, so this is no small feat.

BOWL LIGHT

Description: A toilet bowl light

Main Pitch: "Transforms your toilet into a soft and gentle night light"

Main Offer: \$12.99 for one

Bonus: Second one (just pay P&H)

Marketer: Ontel Products

Website: www.BuyBowlLight.com

Rating: 3 out of 5 ★★★☆☆



I first wrote about this in February 2016 when it had been tried only once before (as **Bowl Brite** in July 2014). Since then, it has been tried again (as **GlowBowl** in April 2016), but this is still the only one to roll out. All versions are based on a similar item called **IlumiBowl**, which began on Kickstarter and appeared on *Shark Tank* in March. Shark Kevin O'Leary ended up buying 25 percent of the company for \$100,000. Although I think this commercial hit the pitch correctly, I am still skeptical about the market demand for a color-changing toilet light. That's why my rating is "on the fence."

OTHER ATTEMPTS

As mentioned, the Simply Fit Board is not Lori Greiner's first *Shark Tank* product to appear on DRTV. Here are a few others that did not roll out:

- **Fiber Fix.** Tested: January 2014. Greiner invested \$120,000 for a 12-percent stake in this company in October 2013. This was her first attempt at accomplishing what she has at left: to QVC and then to DRTV with a cameo by her.
- **Screen Mend.** Tested: July 2014. Greiner also bought a stake in this company in October 2013 — 50 percent for \$30,000. Once again, the path was QVC to DRTV. On TV, the name changed to Magic Mend. (The commercial was written by yours truly.)
- **Bambooe.** Tested: April 2013. Nome Krasiansky tried this product on DRTV before going on *Shark Tank*. He had pitched on TV before, in a commercial for TELEBrands' **ID Blocker** in 2011. After striking out twice, he sold 10 percent of his company to Greiner for \$200,000 in February 2014.
- **Squatty Potty.** Tested: June 2013. This is also tested on DRTV before going to *Shark Tank*. Two other marketers also made attempts with similar products. **Step 'N Go** tested in 2013 and **Poo Pal** tested in 2014, one month after Greiner bought a 10-percent stake in the original company for \$350,000.

Greiner isn't the only Shark to get in on the DRTV action. Here are other products that appeared in both places:

- **Last Lid.** Tested: April 2012. Daymond John bought 60 percent of this company for \$40,000 in 2012.
- **The Mission Belt.** John also invested in this company, buying 20 percent for \$50,000 in 2013. Both IdeaVillage and TELEBrands recently tested their own versions (**Comfort Click**; **Size Glider**). In November 2010, Allstar also tested a women's version of the concept under the name **IncrediBelt**.
- **Rapid Ramen.** Tested: August 2014. Mark Cuban bought 15 percent of this company for \$150,000 in October 2013. Word is the product did well at retail, but the commercial did not make my **True Top Spenders** list that year. An attempt at a line extension called **Rapid Mac**, which tested on DRTV in April 2015, also failed to roll out.

WHAT MAKES UP THE SCIMARK SEVEN?

The **PRODUCT** should be: (1) needed; (2) targeted; and (3) different.

The **CATEGORY** should be: (4) un-crowded.

The **COMMERCIAL** should be: (5) engaging; (6) motivating; and (7) clear.

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