# Omni secures £75,000 investment from Deborah Meaden and Steven Bartlett on Dragons' Den



The co-founders of Omni, a pioneering pet food brand focused on allergy-friendly, plant-based nutrition, recently secured a significant investment on BBC's Dragons' Den—a deal that not only promises to bolster their business but also shines a spotlight on an increasingly important sector in pet care. Dr. Guy Sandelowsky, 38, and Shiv Sivakumar, 33, showcased their unique concept, which revolves around using novel proteins, during their pitch in February, managing to secure a £75,000 investment from celebrated Dragons Deborah Meaden and Steven Bartlett in exchange for a 2.5% equity stake.

The duo's journey to this pivotal moment was anything but straightforward. After applying to showcase their venture for two consecutive years, they finally made it onto the show. Guy shared their determination, emphasising their belief that the public needed to hear about Omni’s mission to revolutionise pet nutrition. With Shiv’s personal experience of owning a dog with allergies and Guy’s decade-long veterinary expertise, the inception of Omni was rooted in both passion and practicality.

During their pitch, the entrepreneurs faced rigorous questioning from the panel, particularly from Dragons Peter Jones and Touker Suleyman, who pressed them on their business valuation. While initially taken aback by the rapid-fire inquiries, both co-founders managed to maintain composure, navigating the scrutiny with a clear vision of their goals. “No matter how much you plan, you just don't know how things are going to play out,” Shiv remarked, reflecting on the intense experience of pitching on national television.

What sets Omni apart in the competitive pet food landscape is its commitment to using sustainable, animal-free ingredients. The company claims to have achieved over 400% sales growth since its launch in 2021, having served more than five million meals across the UK. This impressive trajectory not only showcases the demand for healthier pet food options but also highlights a growing consumer shift towards eco-conscious choices. As a point of interest, Deborah Meaden's investment was motivated by her desire to support alternatives to traditional processed pet food, with reports indicating that her own dogs have enjoyed Omni's products, which they “literally woofed down.”

While the negotiation process was challenging, Guy and Shiv were elated to secure investment from both Meaden and Bartlett, whom they viewed as ideal partners. “They authentically care about what we're trying to achieve,” Shiv expressed, underscoring the alignment between their business ethos and the Dragons’ values, particularly in relation to sustainability and animal welfare.

Three months post-pitch, the benefits of this deal are already evident. Omni's revenues are on track for nearly £10 million annually, surpassing initial expectations. Both co-founders report that Meaden and Bartlett have remained actively engaged with the business, offering support and guidance while balancing their own commitments. Notably, Meaden's environmental advocacy dovetails with Omni's mission, making her an invaluable ally in building a brand dedicated to health and sustainability.

The founders assert that, beyond financial gains, their partnership with Meaden and Bartlett reflects a shared commitment to ethical practices in the pet food industry. “Health is number one, but also the fact that we don't use animal proteins makes our food more environmentally sustainable,” Guy explained, illustrating how their business model is rooted in both product integrity and broader ecological concerns.

As they navigate the evolving landscape of pet nutrition, the future looks promising for Omni. With the firm backing of their investors, the brand not only stands to thrive but also aims to lead the charge in redefining how pet food is perceived and produced in an increasingly eco-conscious market.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/tv/article-14756967/deal-Dragons-Den-investors-omni.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.petbusinessworld.co.uk/trade-news/manufacturers/omni-secures-dragons-den-backing.html)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/tv/article-14756967/deal-Dragons-Den-investors-omni.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.deborahmeaden.com/investment/omni-pet)
* Paragraph 3 – [[5]](https://omni.pet/blogs/news/omni-pet-food-dragons-den-founders), [[6]](https://www.veganfoodandliving.com/news/vegan-dog-food-brand-omni-secures-record-dragons-den-deal/)
* Paragraph 4 – [[4]](https://vegconomist.com/pet-food/omni-highest-ever-pet-food-valuation-dragons-den/), [[7]](https://plantbasednews.org/culture/tv-and-radio/vegan-dog-food-brand-dragons-den/)
* Paragraph 5 – [[3]](https://www.petbusinessworld.co.uk/trade-news/manufacturers/omni-secures-dragons-den-backing.html), [[6]](https://www.veganfoodandliving.com/news/vegan-dog-food-brand-omni-secures-record-dragons-den-deal/)
* Paragraph 6 – [[2]](https://www.deborahmeaden.com/investment/omni-pet), [[4]](https://vegconomist.com/pet-food/omni-highest-ever-pet-food-valuation-dragons-den/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/tv/article-14756967/deal-Dragons-Den-investors-omni.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.deborahmeaden.com/investment/omni-pet> - Deborah Meaden's official website details her investment in Omni Pet, a vet-founded pet health brand offering allergy-friendly dog food, treats, and supplements. The company uses novel proteins to create products that are both palatable and environmentally sustainable, with formulations up to 91% less resource-intensive. Meaden invested £37,500 for a 2.5% stake, citing her search for a healthy, balanced alternative to processed meat dog food as a key motivator. She also shared her positive experience feeding Omni products to her own dogs, which 'literally woofed them down.'
3. <https://www.petbusinessworld.co.uk/trade-news/manufacturers/omni-secures-dragons-den-backing.html> - Pet Business World reports on Omni's successful appearance on BBC's Dragons' Den, where the company secured a £75,000 investment from Deborah Meaden and Steven Bartlett in exchange for a 2.5% equity stake. This deal is noted as the highest-ever valuation for a pet care firm on the programme. Omni, launched in 2021 by Dr. Guy Sandelowsky and Shiv Sivakumar, has sold five million meals in the UK and achieved over 400% sales growth, specialising in vegan recipes across food, treats, and supplements.
4. <https://vegconomist.com/pet-food/omni-highest-ever-pet-food-valuation-dragons-den/> - Vegconomist highlights Omni's record-breaking valuation on Dragons' Den, where founders Dr. Guy Sandelowsky and Shiv Sivakumar secured a £75,000 investment from Steven Bartlett and Deborah Meaden for a 2.5% equity stake. The article notes Omni's significant growth since its 2021 launch, serving over five million plant-based meals to UK pets and experiencing over 400% sales growth. Meaden praised the founders' depth of knowledge in the pet nutrition industry and expressed enthusiasm about the concept of cultivated pet food.
5. <https://omni.pet/blogs/news/omni-pet-food-dragons-den-founders> - Omni's official blog provides an insider's account of their experience on Dragons' Den. Co-founders Dr. Guy Sandelowsky and Shiv Sivakumar share behind-the-scenes details, including the surreal feeling of entering the Den and the unexpected challenges faced during the pitch. They recount moments like Peter Jones struggling to open their product packaging and a Labrador enthusiastically consuming their food. The founders also discuss their admiration for Deborah Meaden and Steven Bartlett, highlighting their support and the alignment of their business values.
6. <https://www.veganfoodandliving.com/news/vegan-dog-food-brand-omni-secures-record-dragons-den-deal/> - Vegan Food & Living reports on Omni's historic deal on Dragons' Den, where the plant-based pet food brand secured a £75,000 investment from Deborah Meaden and Steven Bartlett for a 2.5% equity stake. The article details Omni's mission to revolutionise pet nutrition with innovative, environmentally sustainable products. It also highlights Meaden's positive experience feeding Omni products to her own dogs, which 'literally woofed them down,' and her commitment to supporting healthy, balanced alternatives to processed meat dog food.
7. <https://plantbasednews.org/culture/tv-and-radio/vegan-dog-food-brand-dragons-den/> - Plant Based News covers Omni's appearance on BBC's Dragons' Den, where founders Dr. Guy Sandelowsky and Shiv Sivakumar secured a £75,000 investment from Deborah Meaden and Steven Bartlett in exchange for a 2.5% equity stake. The article highlights the founders' excitement as lifelong fans of the show and their admiration for the investors. It also notes Meaden's particular interest in sustainable and animal-free brands, with her remarking that Omni was one of the 'most successful businesses to come into the Den.'