

WW Keto Gummies: The Weight Watchers Approach to Ketosis

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[Barbara Corcoran, aka "Bad Barbara" and one of the most popular judges on the TV show Shark Tank, shockingly invested in a keto product in one of the most viewed episodes of the show ever last fall. And, boy, is she pumped! Shark Tank provides a public venue where budding entrepreneurs can make their case for an initial investment \(or "shark bite"\) from one or more of five wealthy investors. For those who might not know, Corcoran, along with fellow investors \(aka sharks\) Mark Cuban, Kevin O'Leary, Daymond John and Lori Greiner, represent some of the most iconic and successful sharks of all time. Boasting a fortune of more than \\$100 million, Corcoran has transformed herself from a struggling realtor to an iconic entrepreneur. Always dressed to the nines in stylish attire and impeccably coiffed, Corcoran has become synonymous with savvy business acumen—a shark whose one-liners have become legendary. With that in mind, Barbara Corcoran's keto investment on Shark Tank is unique: she pegs the 28-year-old founder of Noom as a total winner. Let's dive into how Corcoran views lending money to Noom.](#)

[The Keto Investment Pitch](#)

[The sharks on the Shark Tank episode listened to the presentations of the keto product entrepreneurs, who described the unique benefits of their product and their customers' desire for more keto options. The entrepreneurs' pitch also revealed their personal experiences with the keto diet and how transformative it was for their health and wellness. The pitch included a summary of the product testing and customer feedback, with emphasis on the promising potential for success in the keto market.](#)

Of all the keto products we invited on Shark Tank this year, Barbara Corcoran was the first one hooked. She liked that our founders had a passion for their product beyond the obvious money-making opportunity. She liked that they had spent time in the keto community and could truly speak to the unmet needs in the space. And she liked that she had the unique opportunity to invest in a keto product and impact the ultimate health of humanity.

Barbara's Decision to Invest

With the other sharks peppering them with questions, and the entrepreneurs fielding them with precision on how scalable their product would be, Corcoran said: "You guys are marketing geniuses, blazing a new opportunity. I love your product, I love the founders, the keto community needs one brand to be a household name, and I want to be the first investor in that name." Corcoran's strategic approach to investing, focusing on what she calls "the bigger picture", are amongst the skills that have influenced her success.

After Barbara Corcoran's investment on Shark Tank, the keto product can now proclaim that not only have audiences embraced it, but also industry insiders. Shark Tank has gained Corcoran the attention of other successful entrepreneurs as well as connecting her to influencers throughout the industry. For the entrepreneurs, they just got a renowned investor who will likely promote their product and help raise its profile both in and out of the market. Corcoran, on the other hand, gets increased earning possibility in the form of investment and can view her partnership as a home run.

The Future of the Keto Investment

With Barbara Corcoran, a real-estate mogul and Shark Tank investor, on board, the keto product has a good chance of succeeding in the intense world of health and wellness. Corcoran will help them with their next steps of scaling up and expanding their reach. This partnership seems like a perfect union for both parties: as an investor, Corcoran appreciates the product's commitment to health.

In the end, Barbara Corcoran's investment into keto is not only a positive feedback to the founders of the product, but also to the viewers since now they are able to track the progress of the product in the market which has received Corcoran's stamp of approval. Furthermore, as Barbara Corcoran has a solid track record of success, her name in association with a keto product can only point to positive values and profits for the investor as well as the market. The eyes of a billion industry are surely upon both Barbara Corcoran and the entrepreneurs, as both seek to make their mark in the keto market and reap the benefits that comes along with it.

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