

AS SEEN ON SHARK TANK

Landon McKinnis

From a napkin to a Shark Tank deal with Mark Cuban and Daymond John

Landon McKinnis is the inventor of Go Nutz, a patented spherical groomer that landed a deal with Mark Cuban and Daymond John on Shark Tank, Season 16, Episode 17, in Mark Cuban's final season, and is now sold at major retailers.

Before the Tank, Landon was the number one commercial skip tracer in the country and a top sales trainer, and he funded his invention with his own commission checks. Today he is the founder of Zero to Shelf, which helps first-time inventors go from idea to shelf, and a member of the Shark Tank Roundtable. He speaks on grit, selling and turning an idea into a product people buy.

2 Sharks
Deals from Mark Cuban and Daymond John

Mandalay Bay
Masterclass speaker and Pitch Fest judge

ITC Vegas
InsureTech Connect 2026 speaker

Roundtable
Shark Tank Roundtable member

Keynotes and workshops

From Napkin to Shark Tank (signature keynote)

What it really takes to turn an idea into a product people buy.

- The 4 steps from idea to shelf
- How to self-fund without quitting your job
- Why "no" is just data

Perfecting the Pitch

How he walked into the Tank and walked out with two Sharks.

- The 3 questions every investor asks
- How to handle a lowball live
- Turning a room into believers

Sell Like a Shark

For sales teams and founders: winning with buyers, factories and investors.

- Lines that make people say "that's right"
- Negotiating without splitting the difference

Stages and rooms

- "Why You?" Agency Leadership Masterclass, Mandalay Bay, Las Vegas
- InsureTech Connect (ITC) 2026, Las Vegas
- Shark Tank Roundtable
- NAHREP "CEO Wealth: Business Planning"
- Mick Unplugged podcast

Formats

- Keynote, workshop, fireside chat, panel
- Pitch competition judge
- In person or virtual

Book Landon
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