

Mom Inventor and Local Technology Firm Team-Up to Produce a Hit

Rebecca MacLean, of Castle Rock, had an idea about how to make being a mom a little easier and safer. But she struggled with turning her idea into a commercial venture.... until she met Boulder's Wacari Group.

Boulder, CO. October 10, 2012 - Getting an innovation to market is challenging even for large organizations. For independent inventors, scientists and smaller companies it can be nearly impossible. Rebecca MacLean, a local mother of three children between 2 and 5 years old, dreamed of helping other moms when caring for a sick child. Her product idea, the True Easy Syringe, is now in hundreds of stores and will be available nationally at major retailers beginning in 2013.

Ms. MacLean's product is a classic example of necessity being the mother of invention. She was frustrated by the hassle and imprecision of existing cups and syringes for dosing liquid medications, such as cough syrup and antibiotics, to children. With a little investigation she found she was far from alone. And then she actually did something about it and designed a syringe that is more convenient and accurate. She invested thousands of her own dollars in designs, prototypes and legal patent protection.... and a lot of blood, sweat and tears.

After 7 years and several false starts, Ms. MacLean had all but given-up on the idea until she was introduced to the Wacari Group. The team at Wacari was immediately impressed with the device's potential and proceeded to identify the appropriate markets, distribution channels and potential commercialization partners. That work has resulted in a partnership with Health Enterprises Inc. of North Attleboro Massachusetts, a leading international supplier of innovative consumer health products, who helped modify and commercialize the design for retail application. . The launch of the syringe has already received media coverage in publications like Scholastic's Parent and Child magazine. And the True Easy Syringe also received a glowing review on "The Joe Show", an online product review.

From the inventor's perspective, her work with Wacari could not have been more different from her earlier efforts. She noted, "The longest part of the commercialization process was getting **to** Wacari. Since finding you, we've been moving right along. I couldn't be happier. It's so exciting to see my idea come to life and to know that we may help save a child's life or just help her mom feel a bit more confident and safe."

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ABOUT WACARI GROUP, LLC: *The Wacari Group is a new type of technology commercialization firm. For the inventor, research scientist and innovation-driven company, Wacari launches virtually any type of technology into market, be it through a start-up enterprise or a licensing agreement with an influential manufacturer or distributor. Wacari offers many of the same services and support structure of an incubator or tech transfer agency, but to all small businesses and invention-owners regardless of location or affiliation. Wacari's portfolio includes everything from simple consumer products to a revolutionary spacecraft.*