

Alamo InventorsSM



From A Made In America Success Story To How To Start Your First Product Arianna Russell

Arianna Russell inventor of the Bodacious iPhone case, <https://www.bodaciouscases.com>, will speak on how she went from knowing nothing about inventing a product to developing her first idea and succeeding even when everyone told her that she wouldn't. Arianna will share her story about how she had hundreds of people tell her that if she kept her product Made in America she would "fail" and if it was viable, "the bigger companies would have already done it by now." Arianna will explain how her creative marketing efforts landed her on ABC World News with Diane Sawyer and David Muir multiple times and as a finalist on Martha Stewart's "American Made" Contest. She will explain how attending countless trade shows promoting her iPhone Case business taught her how to network with the likes of Daymond Johns of Shark Tank for whom she later became a 3 time brand ambassador.

Although Arianna is not making cases these days, she has taken the spirit of individuality and perseverance at the core of the Bodacious Case brand and is now using it to help others fulfill their "impossible" dreams.

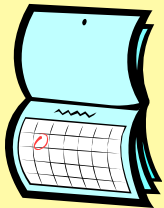
Come join Arianna while she teaches and talks to you about: (1) the three main sections of bringing a product to market: designing, manufacturing and selling. (2) tips on how to avoid major mistakes, (3) how to network with people like Daymond John and others, and (4) .learning the basics of marketing on a budget.

iPhones were just gaining mainstream popularity in 2009 and at the age of 21, Arianna Russell had an idea for a better phone case. She closed her company Superior Mobile Auto Detailing, that she started as a junior in high school, and set out on a new entrepreneurial journey. She spent three years and thousands of hours researching, revising, prototyping, and most importantly, making mistakes. One of those mistakes even cost her \$7,500 in manufacturing costs and a retail account.

Contact Arianna at arianna@ariannarussell.com.

Note: This will be a remote video presentation provided by [Zoom](#).

[Join/Renew](#) Alamo Inventors annual membership (\$25 Individual/\$95 Corporate), thanks!



Wednesday, August 12, 2020

6:30-8:00 PM - Presentation

San Antonio Technology Center

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited

Alamo Inventors, Inc. is a 501(c)3 non-profit corporation made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

www.alamoinventors.org

