



## **Do It Yourself – Idea To Shelf In 12 Months** **Kerry Mellin**

For 50 years, Kerry's hobby has been horses, riding and ranch work. But when arthritis made it difficult to simply grip necessary tools, she needed to do something to maintain her lifestyle.

Inspired to continue her passion, Kerry researched 'grip aids' on the market for large tools but were zero! Being familiar with disability aids while volunteering in hospitals helping people relearn eating, drawing, etc. she was determined to develop an effective universal cuff.

Upon development, Kerry made molds and hand made 1,000 silicone prototypes. Pounding the pavement, she handed them out for trial at swapmeets, hardware stores, hospitals, therapy centers, schools, etc. garnering profound responses. She learned the [EasyHold](#) cuffs were tiny enough for infants and the only one hygienic enough for use in hospitals and schools.

Seven years later, Kerry is still running a family business with her son and daughter distributing the innovative aids to over 20,000 care facilities hospitals, adaptive sports and music camps, schools and educational facilities. [EasyHold](#) is fast becoming the standard for enabling independence in eating, drinking, mobility, grooming, schoolwork, music and sports for kids and adults with cognitive or physical challenges, disabilities or limb differences.

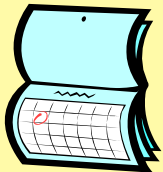
In her presentation, Kerry cover the following topics: Costume designer to class one medical designer; Resources for the nuts and bolts of starting your own business; Naming your product for EAZY and successful trademarking; Benefits of making your own prototypes; How to trial your product and execute effective market research on a budget; Finding local and global distribution; and keeping agreements simple; Bootstrapping? Yes, your manufacturer can be your angel investor with no ownership equity or convertible debt; How is partnering with like products a benefit; and getting good press and becoming an expert in my field/ product category.

Additional EasyHold links: [Cool Tools](#); [Instagram](#); [Pinterest](#); [Facebook](#); [Twitter](#); and [TikTok](#).

**NOTE: This will be an off-site [Zoom](#) presentation. Watch it on your computer or cell phone.**

**See [www.alamoinventors.org](http://www.alamoinventors.org) to register for the Zoom presentation.**

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**Wednesday, March 8, 2023**

**6:00 – 6:30 - Q&A; 6:30-8:00 PM – Presentation**

**See Note Above.**

**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.

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