



## Runner Invents a Million Dollar Product - Learn How He Did It Jeremy Nelson

Jeremy Nelson, founder and owner of ROLL Recovery, will be our speaker for February 2015. He will present how he invented and launched his million dollar product, the R8 deep tissue massage tool. See how the tool performs at [www.rollrecovery.com](http://www.rollrecovery.com).

Jeremy, a runner and cyclist, was not satisfied with the massage and recovery products available on the market for endurance athletes. After returning home tired from training, he thought of rolling around the basement floor on a foam roller or using "The Stick", both of which were not very appealing because it often felt like a 2nd workout. He knew there had to be a better way.

Concept sketches in a notebook evolved to a house full of hardware, springs, wheels and prototypes. Luckily, his wife, Adriana a professional marathoner, didn't mind the mess and eagerly tried and tested every prototype. After 1.5 years of development, the design was narrowed down, refined, and one clear winner arose, the R8.

Jeremy launched the R8 in October of 2012 after applying for utility and design patents. The feedback in the sports world was overwhelming. The R8 has been featured in numerous publications such as Runner's World, Running Times, Outside Magazine and even won the 2013 Men's Journal "Gear Of The Year" award.

In Jeremy's presentation, he will "walk" through his story from his initial ideas and prototypes to launching the R8. In addition, he will explain how he established a brand and company around the product.

Jeremy studied mechanical engineering at Colorado State University and completed graduate studies at Stanford University in product development.

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!

### Wednesday, February 11, 2015

5:30-6:30 Networking 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, a Special Interest Group (SIG) of Technology Connexus Association, is a non-profit organization 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](http://www.alamoinventors.org)

