



From Idea to Shelf: The Inventor's Real Journey **Travis Rosbach**

Travis Rosbach, inventor of the [Hydro Flask](#), will share the unpolished truth behind launching a successful product brand. He'll cover his real-world challenges, mistakes made, lessons learned and wins earned—from early startup struggles to scaling and exiting Hydro Flask. Expect practical wisdom, some wild stories and a lot of actionable insights for inventors at every stage. Bring your toughest questions—he's ready.

Before business came calling, Travis lived a life of action and grit: he's a US Merchant Marine Captain, commercial airline pilot, SCUBA instructor and a certified yoga teacher. He has lived and worked around the world—running parasail boats in the Caribbean, surviving tropical storms in seaplanes and navigating international manufacturing relationships in China for over 16 years.

In addition to being an inventor, Travis is an international speaker and business consultant. His entrepreneurial career spans industries, continents and adventures—from running boats and flying planes in the Virgin Islands to building a global household brand. After exiting Hydro Flask, he launched www.travisrosbach.com, where he helps clients refine brand, source manufacturers and scale sustainably.

NOTE: This will be an off-site [Zoom](#) presentation. Watch it on your computer or cell phone.
See www.alamoinventors.org to register for the Zoom presentation.

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Wednesday, May 14, 2025

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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