



*Ready to Run the **Night***

Introducing **RunLites**.  
Sleek gloves with built-in lights for  
runners, cyclists & athletes.

Let's face it. There's not enough hours in the day to accomplish everything, and when the sun goes down, it's time to call it quits ... until now.

Turn Night into Light with RunLites Gloves.



## **1. Introduction**

Running, biking and walking are all growing exercise favorites, but hectic schedules (work and family) make it difficult for individuals to exercise during daylight hours. Mangata, LLC was formed to address the growing need of those whose work schedules require them to exercise either at night or during times when there is only limited light. RUNLITES Gloves, a product designed and patented by Mangata, will address this situation by lighting the exerciser's path. The gloves will be stylish and include features like a pocket for a key or money.

RUNLITES will be the best product in the market when it is introduced in late December based on research completed by the Mangata team. The product will be priced 25% less than the only similar product available. These differentiators along with the financial backing will allow Mangata to get off to a strong start. Mary and her advisory team estimate that the company can generate positive Net Income in 2016 which should allow the company to increase inventories and add staff without additional financing. This outcome is contingent on being in the market in the December timeframe so Mangata can take advantage of the holiday season.

Mangata is also in the early stages of developing a glove with infrared lights for the Military. Several meetings and conversations have been held with former high level military personnel who believe the military will have strong interest in purchasing gloves with the infrared technology. We have had conversations with our bank and they have agreed to finance the purchase of the materials to produce the gloves with signed government purchase order.

## **2. Company Background and Opportunity Summary**

MANGATA LLC was formed in January of 2015 by Mary Tiffin. The purpose of the company is to design, manufacture and distribute products to individuals who wish to enjoy outdoor activities during the hours when darkness makes it difficult to see. Even though the focus is on products for outdoor sports enthusiasts, the company thinks its products can also be used for various construction/utility workers and other service employees who routinely perform their work in the dark or in poorly lit areas.

Mary spent 6 months researching the market and could not find any products that easily and comfortably light the way for people exercising at night. Products available include traditional flashlights, headlamps, variations of cap lights and reflective wear. The flashlight, although bright, is cumbersome to carry. Headlamps often cause discomfort for the wearer and frequently blinded running partners. The reflective wear, although helpful in detecting the runner, did little to light the path for the wearer. Because of this, Mary created a product that would do both, allow the wearer to 'see' and 'be seen' in the dark. Recognizing that her product was unique, Mary decided to patent her invention so that no

one could easily duplicate what she had invented. A trademark was also secured for the product name, RUNLITES.

Mary hired a patent law firm, Panitch Schwarze Belisaro & Nadel, LLP, to file a Provisional Patent for her product. The provisional patent protects the invention for 12 months. In the 4th quarter of 2015, Mangata will file for a full design patent. In January 2016, Mangata will file for the full utility patent.

The product is a specifically designed pair of athletic gloves made of breathable polyester, nylon and spandex. The gloves will be available in two lengths: half gloves and full length, or finger covering gloves. Similar to the traditional accessory, RUNLITES have the standard features of providing hand protection and warmth. The differentiators, however, lie in the safety features. Namely the four ultra-bright SMD LED lights located on the back of the hand at the knuckles, these will light a projected distance of up to 15 feet in front of the runner, walker, biker, or wearer. Another differentiator is the very compact and comfortable light unit, engineered and contoured to fit the back of the wearer's hand and to shape the light arc as needed.

The extended battery life can provide light for up to 4 days, far exceeding any other product in the market in this category. Further, this product meets ANSI/NEMA standards. The other unique safety feature is located in the palm of the hand, where the palm pocket and safety strap enhance the user safety and satisfaction.

Mangata intends to go to market in late December 2015 and believes that its product will enjoy success immediately due to the above noted differentiators.

### **3. The Market**

According to the National Sporting Goods Association (NSGA), running/jogging continues to show strong and consistent growth annually. Running total participation was up 2.5% over all in the last year. The Sports & Fitness Industry Association (SFIA) survey also indicates similar growth for the general running population as well as explosive growth in the category of adventure racing as was also reported in Running USA's 2014 State of the Sport Part I: Non-Traditional Events.

Since 2004, total running/jogging participation has increased 70% to a record 42,000,000, according to the NSGA. Females in the 25-34 age group category lead participation totals with more than 5.6 million in 2013, and since 2012, according to NSGA, more women run than men in the USA.

According to Running USA, women's share of marathoning grew to 26% in 1995, and by 2005, women made up to 41% of marathon finishers, where the figure is today. Women have also taken over the half marathon, at 59% of participants.

"As these national survey numbers and our data attest, running in America is thriving, attracting new runners from both genders and reaching new highs in participation and economic activity," said Rich Harshbarger, Running USA CEO.

In a study by the makers of RunKeeper, a running application, developers logged the running patterns of its users from 30 countries. The data indicated that 32% of the runs were logged between 5 and 8pm with a total of 68% of the running population logging runs during the pm hours.

In a September 2014 article of 25 marathon and trail runners, respondents reported 70% of runs in the hours designated as 'after work' and after sunset (during the work week). Respondents listed a number of challenges to safety and enjoyment of these runs: including seeing path obstructions, being seen, encountering wild life or (other) humans. These after sunset runners have addressed these concerns by carrying a flashlight, wearing a headlamp, or changing the course to a more suitable (well lit) route. Respondents noted decreased satisfaction, frustration, or discomfort resulted with their current solutions.

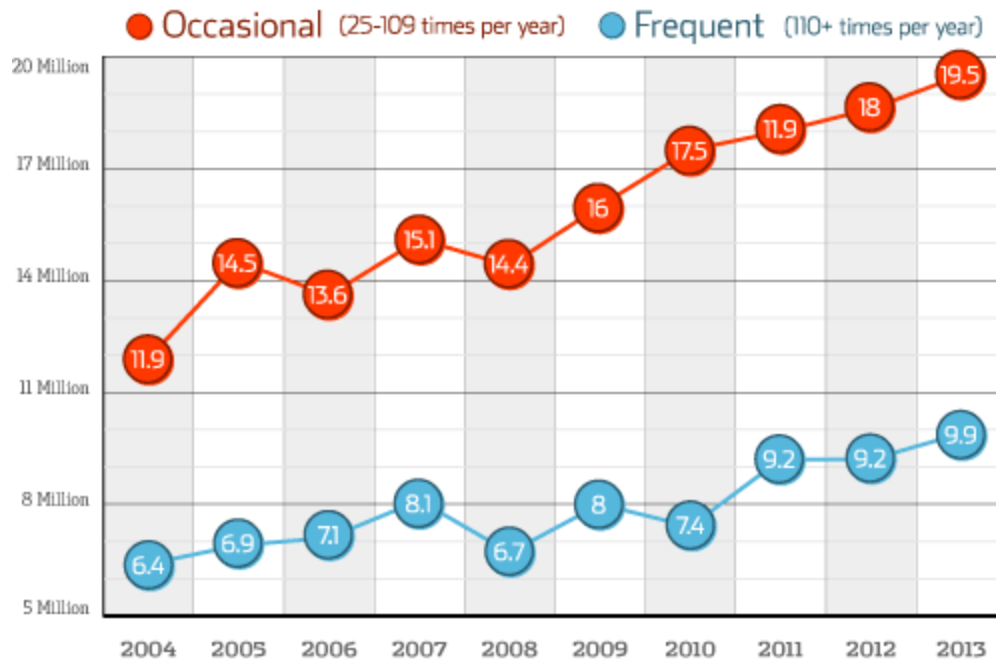
With new products and innovative ideas, the sport of running is growing by offering top-of-the-line specialty footwear, apparel and equipment to their target market. Brooks a leader in specialty running footwear reported more than \$500 million in global revenue this past year also while celebrating its 100th anniversary. On the verge of bankruptcy in 2001, Brooks redeveloped its strategy to focus specifically on runners by providing the best running footwear, providing superior customer service and inspiring everyone to "Run Happy."

The Number of Americans who run at least 25 times a year is up 60% since 2004. The graph below shows the growth in what NSGA calls "occasional runners" (those who run 25-109 times per year) and "frequent runners" (those who run 110 or more times per year, or at least twice a week).

NSGA also tracks what it calls "infrequent runners," or those who run 6-24 times per year. NSGA says there were just more than 12.5 million of them in 2013, for a total of just less than 42 million American runners last year.

Growth in the two categories of more regular runners has been strong over the past decade, despite occasional dips. Since 2004, the number of frequent runners has risen from 6.4 million to 9.9 million, a 54.7 percent increase. Growth in the number of occasional runners has been even greater, from 11.9 million to 19.5 million, a 63.9 percent increase.

## Number of U.S. Runners



Source: National Sporting Goods Association

Mangata's evaluation of the market indicates that there is a significant opportunity to gain market share with a high quality solution. Because our product is superior to and distinct from any other product we have seen in the market, Mangata went to the expense to patent RUNLITES which we think will be a differentiator when we go to market and when we entertain larger retailers.

Mangata's initial focus will be to pursue the running market. With this in mind, we have provided 16 runners with a preliminary design of the glove for them to trial. We encouraged them to provide feedback so we could make design changes before we went to final design for the initial orders. The feedback has been excellent and the users are excited to see the finished product.

Mangata has been in touch with many different groups exploring their interest for the RUNLITES product. One of the groups contacted is the Prepping Community. This group believes that every American family should strive to become Self-Reliant, enabling them to better weather the day-to-day disasters, catastrophes and hardships that we all experience. Mangata has been in communication with the group and they see a fit for the RUNLITES product as part of the supplies that members of the group should have. RUNLITES participated in a Preppers' show in suburban Baltimore in mid-August and took over 200 orders without a production gloves at the show. This verifies the many applications that Mangata's product can address.

In November, Mangata attended the Health and Fitness Expo of the Philadelphia Marathon. The response from the attendees was overwhelming. Running clubs, teams, and individuals expressed the desire to purchase the gloves at the event for themselves, their gloves, or family members for the holidays.

The only true competitor in the market today is Knuckle Lights. They have a product that has been in the market since 2011. We have designed our solution to include a better overall experience including offering more features. Additionally, the Mangata product will be **less expensive** at the initial purchase and will be **less expensive to operate** due to its power source.

#### 4. Products

**RUNLITES** are a product which, when worn by the runner, will light the way for low light or evening runs. The product, initially developed and created for runners, can also be used for a wider range of outdoor enthusiasts (cyclists, hikers, dog walkers, cross country skiers, campers) and others concerned with night safety (for example, Halloween trick-or-treaters, College students, the elderly, or highway/safety/construction workers). RUNLITES has appeal to anyone requiring hands free access to light.

The product is a pair of athletic gloves made of breathable polyester, nylon, & spandex. The gloves are available in two lengths: half gloves and full length (finger covering) gloves. The half gloves are constructed of a breathable wicking polyester fabric and the full length gloves are constructed of a Poly Fleece for cold weather warmth. The thumb of both pairs is constructed of cotton terry blend. The grip on the pointer finger allows the user to easily access touchscreen devices (smart phones, tablets, and similar). The machine washable glove also includes a reflective strip for an added safety benefit.

The palm side of the glove is padded and has a pocket for a key, change, or additional light batteries. This side also includes a unique strap to allow the wearer to add additional safety items, such as an asthma inhaler or aerosol repellent. The back (light holding) pocket of the glove is heat transfer ready surface which can be used for marketing/promotion. The gloves house a removable battery LED light unit, the RunLiter. The unit is turned on by pressing the pressure sensitive on/off switch on the top of the glove. The light is produced by four ultra-bright SMD LED lights housed in the compact and weather-resistant design. Both the glove and the unit are available in a variety of colors and sizes.

A new and improved version of the RUNLITE (Version 2) is already in production and is ready to ship in January. Version 2 will continue to develop consumer interest in the product and provide a fresh revenue stream. A high tech Version 3 is in engineering design, as well.



The **RUNLITES Version 1** product is **different** and **superior** to other options for the following reasons:

- RUNLITES are lighter (in weight)
- RUNLITES has two brightness settings with state of the art SMD LEDs
- RUNLITES light unit is constructed of a durable, soft material for enhanced comfort.
- RUNLITES has a specially designed palm pocket with built-in safety strap for comfort and convenience.
- RUNLITES battery life is long lasting, compared to Knucklelights 15 minutes (AAA batteries)
- RUNLITES meets ANSI/NEMA flashlight standards.
- RUNLITES includes a reflective strip to increase visibility at dusk
- RUNLITES breathable fabric design provides hand coverage and protection while remaining lightweight.
- RUNLITES is available in multiple designs and colors for users in other markets, sportsmen, preppers, children, older Americans, students, mechanics, trick or treaters, or anyone needing handsfree access to light.
- RUNLITES glove is Silkscreen ready to customize for clubs, schools, Universities, businesses and other organizations

Mangata is in the early stages of developing gloves with infrared technology for the military. Mary Tiffin has conducted several meetings with former high level military personnel who believe the military will have strong interest in purchasing infrared gloves. Special opportunities and assistance exist for women-owned businesses, which are those with at least 51 percent ownership by a woman or women, including contracts, procurement set-asides and financial and/or business assistance. Certifying your business as a woman's business enterprise (WBE) will open doors to doing business with both federal and state governments. Mangata, as a woman controlled business, would be in a strong position to do business with the federal government. The WBE certification has been completed. The company already has a D&B number which is needed for the WBE certification.

## **5. Sales and Marketing Strategy**

Mangata's initial strategy will be to sell the product directly from its website, [www.GoRunLites.com](http://www.GoRunLites.com), through selected TV avenues like QVC and HSN and through specialty marketing firms. A website development company has been identified to help Mangata build its website. The website, along with the advertising program, will be a significant part of year one sales so great care has been taken in evaluating potential partners. Mary Tiffin has already started the process to be considered for QVC's show. It is a perfect setting for Mary and the designated host of QVC to promote the RUNLITES product. Other similar avenues will be pursued.

The company will initially participate in running events in the Mid-Atlantic region during the first 6 months and then will spread out to other parts of the United States as RUNLITES becomes better known. The longer term strategy will include establishing a partnership with a leading glove manufacturer and major retailers looking to broaden their product lines with a proven, successful product. Conversations have already commenced with several glove manufacturers and there seems to be strong interest. With these larger outlets, Mangata will explore entering into royalty agreements whereby the selected companies will manufacture, sell and support the product and pay Mangata a royalty.

Besides the website and specialty marketers, Mangata will target publications including the below and more:

- Runners World
- Boys Life
- AARP
- Disney Channel
- Running Clubs, initially Bucknell, Lebanon Valley and Loyola
- Alaskan Running Clubs

The company has already attended trade shows for the purpose of finding partners on both the manufacturing side as well as companies to sell the product. Mangata plans to participate in selected trade shows where it expects to find other outlets and applications for its products.

## 6. People

Mary Tiffin, the founder of Mangata, is the Chief Executive Officer. Since she was a child, Mary always enjoyed creating products. Her first job landed her in Manhattan where she created, produced and sold fashion products to merchandisers throughout the country and many parts of the world. When she got married and started a family, Mary entered the technology business and became one of the top sales representatives for the company. For the past 10 years working at Geisinger Hospital, Mary created programs that have now been duplicated in other hospitals throughout the country. Four of these programs included:

- SantaCAM – allows children in isolation to read their Christmas lists to Santa (newspaper photo at right)
- TeenCAM Call – (Pre Skype) this service allowed hospitalized children to connect with their classrooms
- PRAYERnet – a prayer specific blog that accompanied over 4,800 critically ill patients
- Interactive Patient System (IPS)- a revolutionary technology platform to improve patient care and satisfaction by bringing a customized and comprehensive package of entertainment, education, communication to the bedside.

### Santa calls in from the North Pole to Janet Weis Children's Hospital



Robert Ingels/The Daily Item  
The Daily Item



Mary, through her own exercise programs and supporting her children's athletic activities, came up with the idea for the RUNLITES product. As people's lives become more congested, individuals have the need to exercise at different hours during the 24 hour day with many being either early in the morning or at night.

Mary's work experience along with her creative spirit makes her the perfect person to be the leader and spokesperson for Mangata. Her outgoing personality along with her passion for RUNLITES will represent the company well especially in the early stages when she will promote the products on networks like QVC.

The plan is to hire a person with both sales skills and website experience. The initial effort will be to promote the products over the web site so we need someone with experience to handle these transactions as well as the ability to communicate with potential buyers. A second person in this area will be added in 2016.

Mary will hire a full time office manager/bookkeeper to help manage the inventory, suppliers and normal accounts payable and accounts receivables functions.

Mary has established key business partnerships to help her start the business as well as provide support, guidance and service as the business grows. These companies include the following entities:

**Panitch Schwarze Belisario & Nadal LLP (Patents &Trademarks):** Founded by six partners with decades of shared experience, the roots of Panitch Schwarze Belisario &Nadel LLP run deep in the domestic and international IP communities. As a boutique firm, their moderate size fosters close attorney-client relationships and allows us to tailor their services to meet unique client needs. This first-rate team of attorneys and advisors has experience across the sciences, in technologies, and in branding ranging from semi-conductors and computer software to household products and toys. Dennis Butler is the partner managing the Mangata relationship.

**Morgan Lewis & Bokius:** One of the top firms in the world, Morgan Lewis provides comprehensive litigation, corporate finance, restructuring, employment and benefits, and intellectual property services in all major industries, helping clients address and anticipate challenges across vast and rapidly changing landscapes. Tom Sharbaugh, partner at Morgan Lewis, will be supporting Mangata from Morgan's Philadelphia office.

**MoJo Active:** MoJo Active offers an integrated approach to website development, online marketing and traditional advertising. MoJo is staffed with experienced graphic designers, web developers, copywriters and marketing consultants who focus on achieving noticeable business results. Key services MoJo Active will deliver to Mangata include: Website Design, Search Engine Marketing, Social Media Marketing, Traditional Advertising, Public relations and Promotional Products.

**GMS Surgent:** GMS Surgent is among the Delaware Valley's most prominent, mid-sized, full service certified public accountancy and advisory firms. The firm's strength is embedded in a history that spans an impressive 50 years servicing local and national clients. Over the years, the firm's image, reputation and ability to succeed has developed primarily from the quality and breadth of our services and the willingness of clients and business partners to refer others to us. Brian Gallagher, Partner, will manage the Mangata relationship. GMS will not only provide normal accounting services, but will also provide financial consulting services as needed.

**Gruven International, Inc:** Gruven Inc. located in Toronto, Canada, is a well-respected, reliable garment manufacturer serving clients in Canada, USA, Europe and Japan. They have very strong mill affiliations with Chinese sewing companies in both knit and woven goods, which minimize the risk of package sourcing from them. Gruven excels in a number of areas when producing garments. They have been an international leader in outerwear for many years, including down fill, seam sealing and most kinds of technical outerwear. Recent expansion in the last 5 years has allowed them to offer full knit programs encompassing most sportswear styles. They can customize products by utilizing in-house embroidery and screen printing services. They use the latest state of art computerized technology in the developing garments, as well as fully utilizing the Internet for fast reliable interaction with our clients and suppliers.

**Bucknell University Small Business Development Center:** Bucknell's SBDC has helped Mangata develop the RUNLITES prototype. Dilip Shah PhD, Engineering Consultant/Project Manager along with two Bucknell Engineering students, has been the project manager for the effort. Raghav Khanna PhD, a visiting professor of electrical and computer engineering, has assisted in the development of the circuit and enclosure. The support from the SBDC has been extremely helpful due to their commitment to the project and very convenient because they are located in Lewisburg where Mangata is headquartered.

**TilsonPR:** TilsonPR is a woman owned Public Relations firm that specializes in helping brands leverage traditional and social media to boost Mangata's bottom line. This is accomplished by merging years of experience, critical insights and daily conversations with top-tier media, bloggers and social communities to craft the right strategy and message that makes the RunLites brand story matter more. Their mission for Mangata in 2016 is to create all press materials for public relations outreach, handle all public relations associated with Mangata, handle all media relations including general media outreach and product reviews, and manage all the social networking presence, including content, creation, and engagement.

**Advisory Team: Don Rosini** has had a successful career in Central Pennsylvania. He was President and part owner of Shamokin Filler. He is also the owner of Rosini Energy Corporation. Don is on the Geisinger Health System Foundation Board of Directors, formerly serving as Chairman. Mr. Rosini has been a mentor to Mary Tiffin since she joined Geisinger and has provided guidance to her as she started Mangata.

**Hank Stringer** has known Mary Tiffin since 1997 when a company he co-founded was purchased by Mary's employer at that time. Mary and Hank worked together until Mary went to work for Geisinger. Mr. Stringer has been the primary advisor to Mary and has helped her build the Business Plan, establish the key Business Partnerships and raise capital.

Mary has other friends and former fellow employees in the garment and technology fields that have also provided direction and support.

## 7. Financials

Working with her advisors and partners, Mary has put together financial views for 2015 and 2016. These views assume starting to sell product in December of 2015 which means the initial manufacturing orders need to be placed by the end of August and they were. An office has already been leased and meetings and plans with all the partners have been initiated. The income statement is as follows:

<b>Revenues</b>	<b>2015</b>
<b>QVC</b>	
<b>Short</b>	<b>\$0</b>
<b>Full</b>	<b>\$0</b>
<b>Web Site plus</b>	
<b>Short</b>	<b>\$ 89,850</b>
<b>Full</b>	<b>\$ 34,950</b>
<b>Glove Co Partner</b>	
<b>Total Revs</b>	<b>\$ 124,800</b>
<b>Cost of Goods</b>	
<b>QVC</b>	<b>\$0</b>
<b>Short</b>	<b>\$0</b>
<b>Full</b>	<b>\$0</b>
<b>WebSite</b>	
<b>Short (3000)</b>	<b>\$20,250</b>
<b>Full (1000)</b>	<b>\$6,500</b>
<b>lites</b>	<b>\$22,500</b>
<b>Fulfillment</b>	<b>\$57,520</b>
<b>Shipping</b>	<b>\$10,000</b>
<b>Transaction Fees</b>	<b>\$4,008</b>
<b>Total COGs</b>	<b>\$120,778</b>
<b>Total GP</b>	<b>\$4,022</b>

<b>Sales and Ops</b>	
Website	\$25,000
Advertising	\$30,000
Trade Shows/races	\$15,000
Travel to Trade	
Shows	\$5,000
Video Production	\$5,000
Office rent	\$1,200
Legal Services	\$20,000
Accounting	
Services	\$15,000
CEO Salary	\$30,000
Sales Support	\$15,000
Bookkeeper	\$10,000
Health Insurance	\$8,250
Office Supplies	\$6,000
Consulting Fees	20,000
<b>Total Sales &amp; Ops</b>	<b>\$205,450</b>
<b>Net Income</b>	<b>-\$201,428</b>

The above forecast assumes that Mangata sells 4,000 gloves during the Holiday season. The Mangata team believes this is possible due to the time of year (Daylight Savings and the Holiday Season) and feedback from potential users who either tested the product or runners who understand the value it offers, but is contingent upon receiving gloves during the 2<sup>nd</sup> half of December. The initial go to market strategy will have the gloves being sold through many avenues (Web site, QVC, Running Stores, Running Events, High Schools, Running Clubs, etc), and we expect these efforts to impact 2016 results.

The below outlook for **2016** assumes a complete 12 month picture.

<b>Revenues</b>	<b>2016</b>
<b>QVC</b>	
Short	\$359,400
Full	\$419,400
<b>Web Site plus other</b>	
Short	\$539,100
Full	\$629,100
<b>Glove Co Partner</b>	

<b>Total Revs</b>	<b>\$1,947,000</b>
<b>Cost of Goods</b>	
QVC	\$93,456
Short	\$81,000
Full	\$78,000
WebSite	
Short (10000)	\$121,500
Full (10000)	\$117,000
Lites	\$54,000
Fullfillment	\$176,852
Shipping	\$150,000
Transaction Fees	\$37,085
<b>Total COGs</b>	<b>\$908,893</b>
<b>Total GP</b>	<b>\$1,038,108</b>
<b>Sales and Ops</b>	
Website	\$20,000
Advertising	\$50,000
Trade Shows/races	\$40,000
Travel to Trade	
Shows	\$12,000
Video Production	\$8,500
Office rent	\$2,400
Legal Services	\$20,000
Accounting Services	\$15,000
CEO Salary	\$120,000
Sales Support	\$60,000
Bookkeeper	\$40,000
Health Insurance	\$33,000
Office Supplies	\$6,000
Consulting Fees	\$60,000
<b>Total Sales &amp; Ops</b>	<b>\$486,900</b>
<b>Net Income</b>	<b>\$551,208</b>

The above 2016 forecast assumes that Mangata sells 60,000 gloves over 12 months. The Mangata team believes this is achievable because RUNLITES will be recognized in the market as

a superior product. Additionally the company plans to continue to invest in the Website and promotion activities to widen the exposure of RUNLITES. Conversations are already underway with a two glove companies so the plan is to add other outlets for the product to gain larger market penetration. The team is still working through the best partnership options. The preferred relationship would be one where the partner will pay Mangata royalties based on their sales. Because Mangata holds the patent, we believe the company can expect a 12-14% royalty fee.

The 2016 forecast does not assume any sales to the US Military. Mangata, in its conversations with former military personnel, believe the potential is to sell somewhere between 500,000 to 1,000,000 gloves to the military. Mangata is already developing the gloves. Estimated costs are around \$31 per pair of gloves. Sale price will be in the \$55 range. Success with the US military could have a \$27M or higher revenue impact for the business in either 2016 or 2017.

## **8. From our users...**

*"I tried RunLites because I thought they were a great product to run with at night. They were all that and more! I not only use them for running at night, but have found alot more uses around the house. Here are a handful of times I've used them: to find the fuse box when the power has gone out; to close up the chicken coop at night; my husband has even used them to look under the sofa for a lost remote! I have them at my nightstand ready to put on if I need to get up in the middle of the night. I'm buying an extra pair for kids who are always using my flashlights to play man hunt!"*

Denise K ~ Lewisburg, PA

"These gloves are nice when you're walking in the woods and have to climb a tree stand with your bow (and arrow) for hunting."

Jim M ~ Danville, PA

*I have been running since I was 12 years old! I am also the mother of six and four of my children have done cross country and still run. We love to run the rail trail and runllites are perfect for our night runs. The lights are powerful enough so I can view the trail without tripping over branches or other obstacles. Runlites are also great for college students for running on campus at night and getting back to their dorm from late nights at the library! I also use my runlites for work. I am a nurse and work night shift so they come in very handy. I recommend runlites for everyone!*

Barbara C ~ Winfield, PA

*Scott and I just wanted to tell you how much we like RunLites. They have been great because by the time we are done work, it is usually dark when we start our 5-mile run. We usually run in town, which could be unsafe to run after dark if we didn't have RunLites. Also, now that it is starting to get cold the gloves are a great way to keep our hands warm when running. Thank you for these great gloves with lights.*

Brenda M ~Northeast, MD



## 9. Marketing Materials



# Handle the **Dark**

Introducing **RunLites**.  
Put light where you need it.

As a survivalist, you plan to handle anything. But never before could you handle the dark like you can with RunLites. This unique product gives you freedom, so you don't have to choose between holding a light and holding the things you need to survive.

There are many important factors in preparedness and survival plans. RunLites is a new tool that will be on every prepper's checklist.



**RunLites** 

Preorder yours today! **570-428-2255**

# Turn Night into **Light.**

Only **RunLites** put light where you need it.

Discover why the RunLites product is different and superior to other lighting options.



## Powerful Light

- super bright (40 lumens), compact, and patented removable light unit projects a 135-degree radial arc of light up to 15 feet
- multi-mode flashing light options
- 12 hours of battery life compared to 15 minutes with other products
- meets ANSI/NEMA flashlight standards

## Style and Safety

- reflective strip for increased visibility and safety
- "second skin" breathable fabric design provides hand coverage and protection while remaining lightweight
- multiple designs and colors for sportsmen, preppers, children, older individuals and students
- silkscreen-ready to customize for clubs, schools, universities, businesses and other organizations
- available in half-length or full-length

## Easy to Use

- lighter than traditional flashlights
- light unit is constructed of a lightweight silicone for enhanced comfort
- specially designed, padded palm pocket technology for comfort, safety, and storage



Preorder yours today! **570-428-2255**

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# Gloves light the way



Justin Engle/The Daily Item  
Mary Tiffin, President/CEO of RunLites, poses with the running gloves along with her sons, Stephen, Michael, and Christopher.

## Runlights created to keep runners safe at night

By Eric Sciochitano  
The Daily Item

WINFIELD — A bright idea has a Union County entrepreneur marketing a sleek athletic glove designed to make jogging at night a safer venture.

Mary Tiffin has a career background in fashion and technology, and put both to good use in creating RunLites. She's already received the financial backing of a third-party investor and is planning a January debut to sell the gloves direct from [gorunlites.com](http://gorunlites.com). She has 25,000 pairs on order for the initial run.

Tiffin herself is a runner. A widowed mother of three boys and part-timer at Geisinger's children's hospital, she's pressed for time to exercise. That time often comes at night. The fear of



Justin Engle/The Daily Item

A variety of the RunLites gloves.

tripping in the dark provided inspiration for RunLites.

"I didn't want to carry a flashlight anymore," Tiffin said, further explaining a head lamp is too bulky. She began mimicking a jogging motion, pumping her arms back and forth with the LED-lighted gloves on each hand and then pointing in different directions,

lighting the way wherever her eyes followed.

"It's like car lights," she continued about the 135-degree directional arc lighting, "the light is always right in front of you."

RunLites is a patented product, unlike anything else available, Tiffin says. There are two versions — a half-length dry-wick model

that retails at \$29.95 and a full-length polar fleece model for \$34.95. The tops are fitted with a light, up to 80 lumens, that operates on a coin cell battery. On the palm is a safety strap to hold pepper spray or anything else about that size. There's a tiny pocket to keep keys or cash.

The unisex gloves come in varied designs, including bright solid colors, stripes and camouflage. Runners, walkers and bikers seem the obvious customers. The product was well-received at this year's Philadelphia Marathon, Tiffin says.

RunLites also will be marketed to campers and survivalists as well as tradesmen who work in tight dark places, like plumbers.

Tiffin launched RunLites

Please see LIGHT, D2

# Money

Mifflinburg open house and tree lighting D2

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SUNDAY

[www.dailyitem.com](http://www.dailyitem.com)

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## New gloves light way for runners

**LIGHT**, from Page D1

with the help of the Bucknell University Small Business Development Center, whose engineering team refined her vision. She's a finalist in the regional InnovateHER Business Challenge with a shot at becoming a finalist in the U.S. Small Business Administration's national contest and a \$40,000 top prize.

Other regional finalists are Stephanie Phillips-Taggart

who along with her father created the Upper Desk cabinet mount for tablets and cell phones, available online and at Sam's Club, and Kaitlin Schuck of Threading Love in downtown Lewisburg, a fashion retailer of fair trade wares.

The winner will be announced Tuesday.

■ *Email comments to [escicchitano@dailyitem.com](mailto:escicchitano@dailyitem.com). Follow Scicchitano on Twitter: @ericshick11*



## Winfield woman lands SBDC honor



Kevin Mertz/Standard Journal

**Mary Tiffin**, third from left and owner of Mangata LLC, was named Tuesday by the Bucknell University Small Business Development Center (SBDC) as the local winner of the U.S. Small Business Administration's InnovateHER Business Challenge. From left, **Renee Gerringer**, of the Greater Susquehanna Valley Chamber of Commerce and a judge for the competition; **Jessica Brazier**, M&T Bank vice president and a judge; Tiffin; **Dilip Shah**, SBDC engineering manager; **Lisa Kipple**, representing the office of Rep. Lynda Schlegel-Culver (R-108); **Maureen Hauck**, SBDC assistant director; and **Steven Stumbris**, SBDC director.

## Now in the running for \$40,000 national prize

BY KEVIN MERTZ

*Staff writer*

WINFIELD — A Winfield woman was recognized Tuesday for her innovative creation and is now a contender in a national competition that will award \$40,000 to the winner.

Mary Tiffin, of Winfield, was named the local winner of the Bucknell

◆ See AWARD on Page 7

# Award

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## ◆ Continued from page 1

University Small Business Development Center's (SBDC) InnovateHER Business Challenge. Tiffin is the owner of Mangata LLC, which created and is marketing RunLites.

As part of her award, Tiffin received a \$500 contribution from M&T Bank. The InnovateHER Business Challenge is a national competition, administered by the U.S. Small Business Administration (SBA) for entrepreneurs developing products and services that enhance the lives of women and their families.

Tiffin is one of hundreds of local winners from across the country who have a chance to be selected as one of 10 nationwide finalists who will vie for a \$40,000 grand prize.

RunLites are patented gloves with build-in, high-powered LED lights. The gloves are designed for runners, cyclists and athletes who are working out after the sun goes down.

"This opportunity was born out of me running at night," Tiffin said. "I didn't want to fall into a pothole or encounter a skunk so I made this."

"We did many, many prototypes," Tiffin said. "We did a lot of testing at night, in the rain and in the snow at dark."

Members of the Lewisburg Area High School and Bucknell University cross country teams also helped to test the product, Tiffin said.

"The SBDC has been an instrumental partner in the development of this product in all areas and bringing it to market," she continued. "The SBDC... is such an incredible benefit to people who are trying to start a business."

"Mary's story of invention, determination and success is an inspiring one," Steven Stumbris, Bucknell SBDC director, said. "We are very pleased with how the InnovateHER Challenge helped to shine a light on some of the high-achieving, women-owned

businesses in our region."

The challenge was introduced to the area in November, with dozens of applicants entering the competition.

Tiffin was selected from a panel of judges which included: Tea Jay Aikey, executive and finance assistant with the Central PA Chamber of Commerce; Jessica Brazier, M&T Bank vice president; and Renee Gerringer, director of programs and development with the Greater Susquehanna Valley Chamber of Commerce.

Tiffin was recognized during a reception held Tuesday at the Sunbury office of Rep. Lynda Schlegel-Culver (R-108), who was unable to attend due to commitments in Harrisburg.

Schlegel-Culver released a statement praising Tiffin for her accomplishments.

"Mary's innovative concept and development of RunLites is a story of great achievement that will hopefully motivate other aspiring women in our region to reach for their goals and succeed," Schlegel-Culver said. "I wish her the best as she moves forward to the next round of the competition."

She also lauded the SBDC for its involvement with the challenge and the work it does in the community.

"Bucknell's SBDC assists countless individuals and small businesses in our area every year, and we are very fortunate to have them supporting local small business entrepreneurs," Schlegel-Culver said.

Tiffin said Mangata, which is the Swedish word for moonlight, is developing future versions of the RunLites.

RunLites will be available for purchase beginning in January and will be available online at [gotrunlites.com](http://gotrunlites.com).

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