

SBA InnovateHER Challenge

Deep South Texas InnovateHER Pitch Competition

Nominee:

Brilliant Inventors LLC dba *The Knife Glider*

Jennifer and Samuel Shipp, Owners

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Brilliant Inventors LLC., dba *The Knife Glider*, is a minority and woman-owned business owned by Samuel and Jennifer Shipp, husband and wife. *The Knife Glider* is a cutting shield has been statistically proven to reduce the probability of being injured or cut when prepping food with a knife by more than 90%. *The Knife Glider* is 100% EPA and Phthalate free, made of heat resistant FDA grade plastic, and is dishwasher safe. *The Knife Glider* is patented and trademarked.

Brilliant Inventors LLC., dba *The Knife Glider*, was the nominee selected by the judges from a group of four pitch and business plan participants.



Janie Caballero, MBA, CTCC

Statement of Support:

As per the contestant's presentation at the local, pitch competition and business plan submittal, the judges found that Brilliant Inventors LLC., dba *The Knife Glider* has a measurable impact on the lives of women and families, fills a need in the marketplace, and has a high commercialization potential, which it has begun to demonstrate. Thus the panel of judges chose to nominate this business and business owner for an opportunity at the national competition.

The Business

Brilliant Inventors LLC., is a minority and woman-owned business established in 2010 by Samuel and Jennifer Shipp, husband and wife. Under Brilliant Inventors LLC, Mr. and Mrs. Shipp developed *The Knife Glider*, a gadget that eliminates potential food preparation injuries caused by knife cuts. When used correctly, *The Knife Glider* has been statistically proven to reduce the probability of being injured by more than 90% while prepping food, effectively protecting women and their families in the kitchen.

The Knife Glider is patented with a U.S. non-provisional utility patent that includes 10 intellectually protected claims. *The Knife Glider* performs several safety functions, reducing the danger of cuts when chopping, peeling, and slicing any type of food, hot or cold, cooked or raw. *The Knife Glider* helps to safely speed the food preparation process. It safely removes foods stuck on the knife after chopping making food preparation more sanitary as food is touched less by human hands while safely transporting food from the chopping board to the pot or pan for cooking. *The Knife Glider* so greatly reduces the chance of being cut that it is safe for children, allowing them to take on a bigger role in food preparation with their parents.

The company has invested significant resources to build the platform necessary to successfully launch this innovative kitchen gadget in the kitchen accessories niche market. Research, focus groups, and surveys have been conducted to verify that a demand exists for *The Knife Glider*. A successful crowdfunding campaign raised startup funds and verified project validity from the general public and eventual end consumer. After several prototypes, the final design has perfected the feel, design, and functionality of *The Knife Glider*. Mr. and Mrs. Shipp have an agreement with a local manufacturer with the capacity to manufacture *The Knife Glider*.

Feedback and information gathered while attending trade shows has been extremely positive, further supporting evidence that *The Knife Glider* has potential to do well in the marketplace. *The Knife Glider* has been reviewed by some of the nation's top marketers like Kevin Harrington, Advertising Executive and past cast member of the hit TV show *Shark Tank* and by pitchman Anthony Sullivan who provided positive feedback of the need of *The Knife Glider* in the market. The producers of QVC acknowledged that *The Knife Glider* had great potential and requested to have *The Knife Glider* featured on their network. *The Knife Glider* has also been featured at national trade shows which include the Electronic Retail Association (ERA) and International Housewares Association conventions in their new inventor's corners.

Marketing has been established through social media websites for branding and product awareness. *The Knife Glider* can be found on its own website, EBay, Amazon, Facebook, Twitter, Pinterest, and YouTube.

Contestant-supplied supporting information meeting contest criteria

The Knife Glider provides knife-involved, food preparation protection to its target market, women, and possible other users, their children and parents.

The Knife Glider falls under the niche market of nonelectric kitchen accessories. Online sales for this industry have experienced consistent growth over the past five years and The Electronic Retailing Association projects U.S. retail e-commerce sales of \$338.9 billion in 2015 will increase to \$434.3 billion in 2017. Product testing by Mr. and Mrs. Shipp supports demand for *The Knife Glider* in the kitchen accessories segment and justifies the product's capability to fill a need in the marketplace.

Based on market research, *The Knife Glider* identifies women and mothers between 25 and 55 years of age as a primary market. According to The NPD Group's most recent report, 85.4% of nonelectric kitchen accessories purchases were made by female buyers. Mothers are inherently sensitive to safety in the home because of the risks to which their children are exposed to. Focus groups also indicated that women will purchase *The Knife Glider* as a gift for their aging parents to help them be safer in the kitchen. Women ages 25 to 55 are reasonably financially stable and have the luxury of buying a kitchen accessory such as *The Knife Glider*. Combined, 25 to 55-year-olds generated 66.7% of nonelectric kitchen accessory purchases in 2012. Mothers are largely responsible for food preparation in the home. Lastly, women are generally health-conscious and prone to preparing healthy food which requires chopping, peeling, and cutting as part of its preparation. *The Knife Glider* provides unparalleled food preparation protection to its target market, women, and possible end users, their children and parents.

Mr. and Mrs. Shipp have established important, key contacts to assist with marketing, advertising, production, sales, and distribution. Reputable retailers such as As Seen On TV, QVC, HSN, and H-E-B Groceries have contacted Brilliant Inventors LLC., with interest to carry *The Knife Glider* in their stores. Mr. and Mrs. Shipp would seek to use the InnovateHER funds toward marketing and advertising costs as well as logistics and distribution.