



FOR IMMEDIATE RELEASE

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CONTACT: Sara Graham, LEAP
(517) 702-3387 x 209 office
(517) 897-1678 mobile

New Product Increases Mobility for Seniors; Wins Hatching Award

Local students design product to help seniors navigate stairs

EAST LANSING, MI – The May winner of the Hatching event was Stair Walker, an innovative adjustable walker for seniors. The owners of Stair Walker developed their product as part a Michigan State University mechanical engineering class to address an issue facing senior mobility and independence. The Stair Walker can be used on a flat surface, but was designed to be used on stairs as well.

“This business addressed a clear need for the geriatric and health care markets and can be easily commercialized as a new product,” said Tony Willis, manager of business acceleration for LEAP. “The students are eager to develop their prototype further and launch this new company in the Lansing area.”

The Hatching has been responsible for the launch of eleven startup companies since its inception in June 2013. A partnership between LEAP and Spartan Innovations, the Hatching pitch competition has awarded \$1,000 each month to a brand new startup business idea, to be used for startup costs as well as legal services provided by Loomis, Ewert, Parsley, Davis & Gotting P.C. This month’s sponsorship came from LEAP. To receive funding, startup companies must create an LLC and be ready to start their businesses in the Lansing area. Each of the monthly winners will earn the opportunity to pitch again at The Hatching finale event held in December, for the chance to win \$10,000 to cover business expenses.

Bob Trezise, President and CEO of LEAP said, “This month’s Hatching featured companies within industries we don’t often see at these types of events. This shows that the Hatching’s scope is far reaching and the innovation comes from any and all industries.”

People interested in participating and pitching in the upcoming events are asked to submit their ideas to www.thehatching.org. The next Hatching event will take place on June 25, 2014 at Beggar’s Banquet in East Lansing and will continue every last Wednesday of the month at 6:00 p.m.

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For Release through Social Media: @TheHatching pitch comp. takes place at Beggar’s - the last Wed. of each month - thehatching.org @spartaninnovate @NEO_center #lovelansing

The Lansing Economic Area Partnership (LEAP) is a coalition of area leaders committed to building a prosperous and vibrant region where business can thrive. To do this, we help entrepreneurs start new businesses, help existing businesses grow, and attract new businesses to the region. For more information about LEAP, please visit www.purelansing.com.