



Responsible Me

SCORE Helps Turn Mom's Spill Proof Kids' Tray into Successful Business Enterprise

Mente Connery's five month old daughter kept throwing bananas from her highchair and smearing green peas in her hair. Menté, an elementary school teacher who taught parenting classes at a local counseling center, recognized this as a challenge faced by other parents when feeding infant children.

So she invented the simple but effective Clip-Away Feeding Tray, which attaches to the front edge of a highchair and helps prevent spills by holding a bottle, baby food and utensils safely out of a baby's reach.

The task of bringing an invention to market required long hours of research on patents, trademarks, manufacturing techniques and potential competitors. A patent attorney recommended that she contact SCORE for advice, so she called the local Orlando chapter.

SCORE Counselor Dr. Jack Francis provided Menté with in-depth knowledge and advice on both the history of marketing and marketing fundamentals. He talked to her about topics like branding, trade shows and sales projections.

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**—Mente Connery, owner,
Responsible Me**

"I found Dr. Francis to be extremely knowledgeable and approachable," says Menté. "He had the ability to transfer his vast experiences and knowledge into advice that was specific to my company's niche marketing objectives."

Menté also worked with SCORE Counselor Linda Shaheen on her promotional proposals, pricing structures and profit margins. "I found her guidance, knowledge and advice to be extremely helpful in exploring the viability of promotional alliances," says Menté.

With thousands of trays sold, her business is a moneymaker and the future is bright. "I appreciated the opportunity to take Jack's and Linda's advice and apply it to my business," Menté says. "As a small business owner, I am fortunate to have access to the resources that SCORE offers!"

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Company Facts



SMALL BIZ STAT SHEET

Company: Responsible Me, Inc.

Location: Orlando, FL

Formed: 2001

Phone: 800/607-4255

Website:
www.responsibleme.com

Business Type:
Corporation

Best Advice to Someone Starting Out:
"Identify if there is a need, consult an attorney and secure your intellectual property. Look at the numbers to see if your business will be financially viable. And, understand the manufacturing cost of your product and the overall trends in your industry."