



FOR IMMEDIATE RELEASE – November 17, 2020

Contact:

Leah Epstein, VP of Engagement
216-410-1327
lepstein@manufacturingsuccess.org

MAGNET Announces MSPIRE 2020 Winners

Five entrepreneurial start-ups based in Northeast Ohio will receive over \$55,000 in subsidies, services, and loans to grow their companies.

CLEVELAND, OH – MAGNET: The Manufacturing Advocacy and Growth Network announces awards of consulting services and cash grants to five entrepreneurs and start-ups through MAGNET Iterator’s fifth annual MSPIRE pitch challenge: Argyle Scientific, Bright Line, Bust A Move, eSens and Rippin Roller. Held virtually this year due to COVID-19, the pitch challenge once again represented a wide variety of entrepreneurs.

“We are thrilled that so many people and companies stepped forward to pitch their outstanding ideas this year, even with the virtual framework,” said Alec Simon, MAGNET’s Director of Startup Services. “Year round, the MAGNET Iterator helps entrepreneurs turn their ideas into profitable businesses and MSPIRE enables us to connect with dozens of up-and-coming concepts. We will work with the MSPIRE winners and applicants, as well as our other members, to promote innovation and drive economic growth across Northeast Ohio.”

The regional business pitch competition received 74 applications from across Northeast Ohio, collectively representing a diversity of geographies, ages, genders, races, and industries present in Northeast Ohio’s entrepreneurial ecosystem. Thirty-three of the applicants were women and 19 were either African American or Asian American.

In addition to cash awards, these companies have earned a combination of free and subsidized services, and all finalists who competed received expert advice from our panel of judges, which included representatives from Tenlo, Marcum, EDGE, the Hebrew Free Loan Association, Alloy Engineering, and Renner Otto. The five winners receiving direct entrepreneurial coaching, subsidized engineering projects, digital marketing, and cash awards are:

- **Argyle Scientific:** Argyle Scientific licensed a carbon-infiltrated surface technology that inhibits bacterial proliferation and growth of biofilms on surgical implants
- **Bright Line:** Bright Line is creating an automatic restocking produce shelf to eliminate waste in grocery stores



- **Bust A Move:** Bust A Move's sports bra for busty athletes is based on engineering principles and design thinking to optimize athletic performance
- **eSens:** eSens' pressure sensor technology can accurately measure a runner's form in real time to allow for increases in speed
- **Rippin Roller:** Rippin Roller developed an all-in-one exercise device that combines a foam roller, an ab wheel, a perfect push-up, and more.

"We're thrilled to be one of the winners of MSPIRE 2020 because the team has been wonderful throughout the process and the opportunity is a true game changer," shared Alison Leddy, founder and CEO, Bust A Move. "Working with the MAGNET team to test and optimize our product will help us make great strides towards our goal of engineering the best sports bra for busty athletes."

"Having the opportunity to pitch my product to the judges is the difference between an idea and a business," said Tom Fowler, founder of Rippin Roller. "I had a prototype but no direction on how to manufacture a physical product and MSPIRE opened the doors to intellectual property attorneys, marketing strategists, manufacturers, MAGNET's start-up advisors and engineers, and others. With their help, Rippin Roller will soon be ready to go to market."

Funded by the State of Ohio's Entrepreneurial Service Program and the Ohio Manufacturing Extension Partnership, corporate sponsors and philanthropic organizations like the Fund for Our Economic Future and Cleveland Foundation, MAGNET has the engineering, product design, consulting, and other resources necessary to support these startups in the manufacturing space.

#####

ABOUT MAGNET

For more than 30 years, MAGNET: The Manufacturing Advocacy and Growth Network has served the 18 counties of Northeast Ohio, offering a range of services to manufacturers as part of the national and Ohio Manufacturing Extension Partnership (MEP). These services, which include product and process development, workforce initiatives, and operations consulting, help companies by improving revenue and job retention as well as driving manufacturing and economic development in Northeast Ohio.

ABOUT MAGNET'S ITERATOR

Leveraging over 30 years of manufacturing and product development experience, MAGNET's Iterator is geared towards turning physical product startups into thriving businesses, offering services like strategic guidance, business support, financial modeling, product development, human-centered design sprints, and engaging a unique 3rd party network.