

# Alamo Inventors<sup>SM</sup>



## Inventing a Product and Taking it to Market: a Step by Step Guide Geneva Grainger

Geneva Grainger is our speaker for February 2014 and will be speaking about developing products from concept to launch. She will offer a step by step guide on this process that she devised and is in the process of putting into a book.

Geneva is a graduate of The University of Texas at Austin and South Texas College of Law in Houston. Following a brief practice of law she dove right into her first business, Bride Couture, where she sold couture bridal sample gowns online by working directly with top designers. An idea that was relatively new to the bridal world. After five years she sold Bride Couture and launched an organic tea and coffee company called Global Organix. She traveled to China to negotiate directly with tea farms to ensure fair trade practices and to choose the best possible tea leaves for her new business. You can now find her tea line, The Wu-Yi Tea Company, <http://www.wu-yiteaco.com/>, in every major health and grocery store throughout the country including a deal with Walmart.

Geneva also invented and patented several fashion emergency products under her company Fashionista Rx which can be found in stores across the US and have been seen on the Today show, Good Morning America and in countless magazines. Her most famous invention in the fashion emergency product line is the Belt Loopy® which is a bendable belt loop that keeps belts in place; a completely original invention that has since been patented. She also has a panty line called Flirt®, an apron line called Domestic Glitz® and a jewelry line in production that has a very unique niche to it. She also runs a consulting firm to help other entrepreneurs develop and launch products.

Her inventions and ventures have been recognized by the US Patent and Trademark Office's newsletter, The Inventor's Eye, <http://www.uspto.gov/inventors/independent/eye/201302/Spark.jsp>.

Check out her websites at <http://globalorganix.com>, <http://www.shopfashionistarx.com>, <http://thatsgeniusconsulting.com> and <http://www.domesticglitz.com/>.

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!

### Wednesday, February 12, 2014

5:30-6:30 Networking 6:30-8:00 PM - Presentation

San Antonio Technology Center

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited

Special Thanks For: Refreshments Provided by Marx Design



Alamo Inventors, a Special Interest Group (SIG) of Technology Connexus Association, is a non-profit organization made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

[www.alamoinventors.org](http://www.alamoinventors.org)

