



From A Thought To Over 20,000 Sold Worldwide! Gene Keough

Our March meeting will feature Gene Keough, an accomplished product developer, presenting his story on how just a thought led to over 20,000 Drill Paddles being sold worldwide. The Drill Paddle is a patented innovative handheld trolling motor.

At the age of twelve, he found his grandpa's patented invention in a magazine and grandpa said, "I will contact my patent attorney and if there is any monetary gain, we will split it!" Unfortunately, his patent expired but spurred Gene's interest in developing a product to market.

In 2010 he and his family were out tubing and the jet boat motor just quit. They all had to oar the heavy boat back to shore. That's when the light bulb came on. There has to be a better way!

He first developed a prototype from a weed trimmer and searched the USPTO website only to find it had been patented. Then he developed a simpler version using a cordless drill, which he called it a KISS version, KEEP IT SUPER SIMPLE.

Gene first sourced all materials locally, PVC and caps from the Home Depot, pool noodles from the Dollar Store, aluminum shafts from the metal store and propellers from Walmart. After a successful test on the lake, he decided to make about twenty and sell them on eBay. When those sold out, the whole family was making parts in the garage. About a thousand were made!

A Provisional Patent Application was then submitted providing a year to determine marketability before applying for a patent. Then he flew to Walmart Corporate and introduced the Drill Paddle to buyers who suggested that he first start in their new .com platform.

In 2017 Gene retired from his lumber manufacturing job to produce the Drill Paddle which sells out every spring/summer season!

Gene is introducing an improved more convenient version this spring! He holds four US Patents and Trademarks and has sold over 20,000 units worldwide. The Drill Paddle is sold at Walmart.com, eBay, Amazon, and www.drillpaddle.com.

NOTE: This will be an off-site Zoom presentation. Watch it on your computer or cell phone. See www.alamoinventors.org to register for the Zoom presentation.

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Wednesday, March 13, 2024

6:00 – 6:30 - Q&A; 6:30-8:00 PM – Presentation

See Note Above.

Public Invited

Alamo Inventors, Inc. is a 501(c)3 non-profit corporation 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.

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