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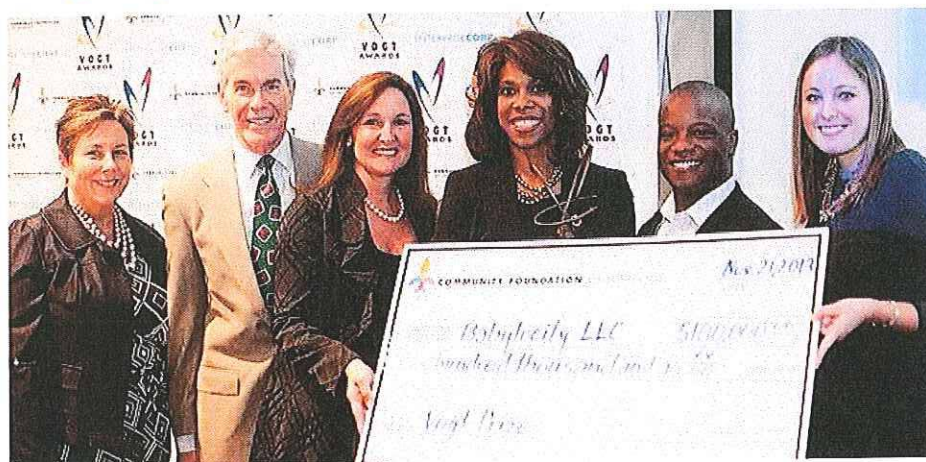


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Babylocity Wins \$100,000 Award at Vogt Demo Day



LaShana Harris is a mother, lawyer, business professional, and now she can add award-winning entrepreneur to the list. Her early stage startup company, **Babylocity, LLC**, is the 2013 recipient of the \$100,000 Vogt Demo Day award presented by the Vogt Invention and Innovation Fund on November 21. The Demo Day showcase, hosted by the Community Foundation of Louisville and **GLI's EnterpriseCorp**, was held at **The Nucleus Building**.

Vogt Demo Day provided four early stage manufacturing companies the opportunity to show off their products to the business community and compete for an award of up to \$100,000 toward the further development of their project. Each company had received a \$20,000 development grant earlier this year through the Vogt Awards. The three other competing companies were **Liberate Medical**, a Louisville-based medical device company; **ModBox Storage LLC**, makers of modular shipping and storage boxes for contractor job sites; and **Wixel Technologies**, creators of a digital product to help the visually impaired experience visual data.

Babylocity LLC is a Frankfort-based company that develops innovative products for babies that also help their on-the-go mothers. Babylocity's first product, Mix & Go, is a multi-compartment baby-feeding bottle that stores and mixes water and baby formula powder whenever and wherever it is needed. .

"We feel strongly that Babylocity is an idea and a company that not only lives up to Henry Heuser's original charitable vision, but provides an invention that is relevant to today's lifestyles," said Susan Barry, president and CEO of the Community Foundation of Louisville.

"It will be exciting to watch Babylocity, as well as the other Vogt Award recipients, push forward to achieve their goals," said Tendai Charasika, Executive Director, GLI EnterpriseCorp. "They have had tremendous opportunities to learn from some of our community's best mentors and

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1 2 3 next > last »

have received solid lean start-up training and are all ready to commercialize a product-based startup.”

More photos of Vogt Demo Day from the [Community Foundation](#) and [GLI's EnterpriseCORP](#)

[Learn more about the Vogt Awards](#)

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