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Now, Babylocity turns to the market

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With a Vogt Invention and Innovation Award to its name, now Babylocity LLC can turn to what's next for the Frankfort-based startup.

Yesterday, Babylocity was awarded \$100,000 at the Demo Day Showcase hosted by the **Community Foundation of Louisville** and Greater Louisville Inc.'s The Enterprise Corp.

The Vogt awards are funded by a \$5 million endowment created by the late [Henry Heuser Sr.](#), president of Henry Vogt Machine Co.

Babylocity develops products for babies that also help to serve on-the-go mothers. The company'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.

[LaShana Harris](#), chief operating officer, said yesterday that the company has a utility patent for the Mix & Go and plans to begin manufacturing early next year.

Over the last several months, Harris has conducted research with a focus group to determine how to best improve the product and then sell it. Harris met with mothers, fathers, grandparents, babysitters and others to gain insights.

"That was a very educational process for me," Harris said.

Harris is targeting speciality baby retailers, such as Babies "R" Us, to sell the product rather than larger general retailers such as Target and Wal-Mart.

"Market research shows that baby products at Target and Wal-Mart tend to get lost on the shelves," Harris said yesterday."

In its first year of sales, Babylocity is projecting selling 2,000 units through specialty retailers and having total sales of \$1 million.

Manufacturing is scheduled to begin early next year, and Harris said her goal is to have products on the shelves by second quarter of 2014.

Andrew Robinson covers these beats: Restaurants, retail, government, human resources, technology, automotive (dealers, services), media/marketing/printing, young professionals, West End, East End and Oldham County.

