



Simply Solved™
BY M A R C Y M C K E N N A

Marcy McKenna is the product innovator and energetic entrepreneur behind Simply Solved Innovations. Born into a family of inventors, she knew since childhood that inventing was her calling. Inspired by problems she encounters as a female, a business woman, a homemaker and a mother of three, Marcy began creating solutions that save time and make life easier.

One such solution garnered the attention of Kelly Ripa, and her TLC television venture, *Homemade Millionaire*. So much so, that her invention, *The Style and Go® Hair Care Valet*, beat out thousands of others to become the winning product on *Homemade Millionaire's* premiere episode. While Marcy's product was the winner, the judging panel concurred that the final decision came down to the fact that they saw an entire "brand" in Marcy, and not just a single product. In addition, her love for on-camera hosting, made her an ideal fit for the home shopping world. *The Style & Go®* ultimately launched on television home shopping and became popular almost immediately. It went on to be named "2012 Best Gift of the Year for Her" by *Gifts.com* and has been featured in many publications such as *InStyle Magazine*, *Better Homes & Gardens* and *Ebony*.

Named "Innovative Entrepreneur of the Year," in 2012, Marcy is now in the midst of building an international brand called *Simply Solved by Marcy McKenna*—a line of products that offer simple solutions to everyday problems. She currently has 17 highly creative and innovative products in development and many others on the horizon.

Marcy recently signed a deal with Idea Village to launch one of her most exciting and revolutionary inventions to date. Another of Marcy's products, which is still under wraps at this time, recently became the Winner of another high profile invention competition—Edison Nation's "As Seen on TV" product search.

The very first of Marcy's products to hit the market was *The Cambia Collection®*. *The Cambia® Collection* is an interchangeable clutch purse that allows women to effortlessly stay on the forefront of high fashion at a tiny fraction of the cost. The handbag collection caught the eye of Celebrity Stylist Rachel Zoe—Marcy has since

worked with Zoe to redesign the collection with Rachel's unique aesthetic and to re-launch it under her brand.

Over the past year Marcy has formed strategic partnerships with three top tier Infomercial companies to scout innovative products for them to take to market. Her business has evolved in such a way that she now also works with fellow inventors all over the world to help them develop and commercialize their product ideas. To that end, she's published several entrepreneurial & invention-related blogs and has been a contributor on many online invention sites, as well as a featured guest on morning shows, web shows, national radio shows & podcasts. Through her appearances, over the past two years Marcy has been able to build a very robust and loyal social media community—she attributes much of her success to the loyalty of this community.

Recently approached by three different production companies about hosting invention reality shows, Marcy just signed a Talent Agreement with the Executive Producer for Bethenny Frankel for a very exciting television opportunity that promises to be a platform to ultimately grow her brand of products.

And finally, Marcy was asked to be the “face” of a new crowd funding site for inventors—a collaboration between Kickstarter, one of the top crowd funding sites in the world, and Edison Nation, one of the world's largest invention communities.

Information provided by Marcy McKenna