



everpurse

EVERPURSE GOT THE CHARGE IT NEEDED WORKING AT 1871

Entrepreneurs Liz Salcedo and her husband Dan thought San Francisco would have the kind of talent and resources necessary to build a new kind of wearable technology company. It didn't. The Chicago couple moved west in 2011 so Dan's startup, MobCart, could attend an accelerator program. Meanwhile, Liz, a social worker by trade, and Dan were tinkering with building a product that could charge Liz's smartphone wirelessly in her purse.

"San Francisco and the valley as a whole was too expensive and lacked the kind of talent, vendors, centralization, and key civic support that we were looking for," said Liz, Founder and CEO of Everpurse. "We wanted a community of mentors and advisors, so when we heard about 1871 we knew that was the place for us. Furthermore, most of the team we were hiring happened to actually be from and want to stay or go back to Chicago!"

Initially it was MobCart that joined 1871 as reserved members, but Liz also got a desk and Dan and his co-founder, Jesse Pinho, served as a mini-incubator for Liz and her idea. People who saw Liz's wearable technology product started asking her to build them one.

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The interest spurred Liz to launch a Kickstarter campaign in September 2012. Her goal was \$100,000. She raised \$238,000. The overwhelming momentum behind the product inspired Dan and Jesse to put MobCart—which they considered a longer-term e-commerce play—on hold and start working with Liz on Everpurse, which is now honoring all of MobCart's investment notes.

The tight community of 1871's reserved space allowed the team to forge valuable relationships with Joe Born, an expert in manufacturing in China and all things hardware; and Frank Muscarello, who connected them with local custom purse retailers—and now Everpurse partners—1154 Lill and Laudi Vidni.

"Chicago has many of the amenities of the coasts, plus

it's even more accessible for entrepreneurs to connect with investors, partners and suppliers," said Liz.

The team graduated from 1871 when they hired their fifth employee and began holding inventory, but they still maintain an associate membership. Liz currently splits her time between Chicago and China—while Dan is in China full-time—where they are participating in HAXLR8R, the premier accelerator program for hardware companies that are scaling their products for sale on a global volume and basis.

EMPLOYEES

6 full-time

6 part-time

Dozens of part-time employees to support assembly (as needed)

HISTORY

2011 - Started
Product Development

06/2012 - Founded

05/2012 - 04/2013
Time at 1871

06/2013 - First
Everpurse Shipped

07/2013 - Invested in by
SOS Ventures' HAXLR8R fund

AWARDS

04/2013 - Proto Labs' Cool
Idea! Award Winner



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