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For Immediate Release

## **The Heat Resistant Softball is a hit at this year's MCBI Big Idea Contest**

**William Wilson of Guernsey County takes first place in the MCBI Regional Big Idea Contest.**

Anyone who has played softball can appreciate the performance of the ball on a mild spring day. A batter up to the plate has an advantage when the weather is cool or mild. When the summer day's heat up the core of the softball changes which in turn, effects the ball's performance as well as the athletes' performance that are competing with it. Inventor and longtime softball player, William Wilson recognized a need for new technology with existing softballs that are on the market and sanctioned by the various governing bodies of the sport. "We would compete in tournaments here in Ohio and do really well. Then we would participate in the World Series Tournaments held in Florida and the Florida heat would soften the ball so much it was like hitting a pillow. Obviously, the heat was affecting the softball's performance. This is when I recognized the need for a Heat Resistant Softball."

Wilson has been hard at work developing his new technology. He has created a market by developing a website to launch his product. Softball players from all over the country are placing orders to start the new season using the Heat Resistant Softball that Wilson is assembling right here in our region. The warm weather states like Florida, Texas and the Carolina's where the sport is played year around have an obvious need for the softball. However, anywhere that the temperature warms up during the summer months is considered a market for his product.

As the Regional Grand Prize Winner of the Big Idea Contest, William Wilson was awarded \$1500 in cash and over \$1000 in business services from MCBI and TechGROWTH Ohio. There were five \$500 county prizes awarded as well.

- Brent Long - Rear Cargo Door Enhancement - Noble County
- James Haldeman – Pet Entrance Door – Muskingum County
- Holly Minch- Hick – Baby Travel and Leisure System – Jefferson County
- Willis Sears – Automated Dispensing Device – Jefferson County
- Kevin Turner – Acutape – Belmont County

## **MCBI Business Plan Boot Camps**

Now that that Big Idea Contest has wrapped up, the hard work for MCBI and their partners now begins. MCBI will be working with all of the applicants of the contest by assessing their ideas to create a plan to develop their products and potentially start a business. MCBI will be offering a series of Business Plan Boot Camps throughout the Region to help the applicants start the process of building a foundation for their products and businesses to be sustainable. The schedule of the upcoming Business Plan Boot Camps will soon be released on [www.mcbi.info](http://www.mcbi.info).

## **About MCBI**

MCBI is a Regional Incubator for Entrepreneurs that serves 9 counties in Appalachia Ohio. MCBI's mission is to provide intensive services and support to targeted entrepreneurs in order to improve their chances for success and rate of growth and thereby have a positive economic impact on the community.

## **Contact**

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