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THE GOGIRL STORY

Launched in January 2009 at the Minneapolis Women's Expo, GoGirl has become a smash hit. It was expected to be a success, but the positive reaction by women has been overwhelming. U.S. and International distribution will begin soon, as requests for distribution and retail sales come in daily.

Sarah Dillon, Head GoGirl and Founder, knew that research, solid marketing and a great team would allow a unique product like this to be a success. That's exactly what happened. Primary research for GoGirl started 6 years ago, while the product itself, a simple silicone funnel, has gone through 20 years of design and patent work. GoGirl has reason to be proud: it really is a better design that makes it easier for women to experience this convenience.

"It's a product by women, for women," Dillon says. "The name 'GoGirl' was created in mid-2008, along with the strategies we are currently executing on the GoGirl Tour. Every aspect of the product and packaging has benefited from the feedback of hundreds of women over the last several years. We're still listening and working to make product improvements. We're talking with women in the military, golfers, climbers, hunters, ATV-ers, mission trip participants and women from all over the world."

Most other feminine urinary devices cater to the niche medical and European markets, but GoGirl is targeting the missing gap: today's busy, always-on-the-go, "real world" women.

By positioning the product for today's active woman, GoGirl is designed to be portable, useful and convenient. "It's not so much about the product itself and what it does; it's about the lifestyle choices and options that the product enables women to live out," Dillon says.

In real life, Sarah is a soccer mom from Minnesota and is originally an Iowa girl. Her passion is a mix of business and family — she has two busy teenagers, a hubby, two big dogs and two cats. As you'd guess, she leads an active lifestyle too. When not at home or soccer games, you'll find her hiking through northern Wisconsin forests or cruising Minnesota's 10,000 lakes.