

## Media Release

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# Backyard invention takes top award

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Tinkering in the back shed is paying dividends for a Wairarapa man, after his back yard invention received the supreme award in Business.govt.nz's ANZ Flying Start Business Plan competition.

Phil Hall's patented Safe Eyes goggle won over the judges with its Un-Fog-Able and scratch proof mesh lens and a first rate plan to enter overseas markets.

The export potential of Safe Eyes was recognised last year when the concept was entered into Grow Wellington's Bright Ideas Challenge. As part of the Challenge, the business plan for Safe Eyes was assessed and feedback and support from the greater Wellington business community was given.

"Safe Eyes is a prime example of how backyard innovation can be successful," says Mary-Anne Webber, General Manager, Business Growth at Grow Wellington. "When people get good advice and the right support to create a successful business from their idea, anything's possible. Our door is always open to people with smart business ideas, no matter how they originate."

Phil credits the Bright Ideas Challenge with helping Safe Eyes to set up a structured business model and successful business plan which was subsequently entered into the in Business.govt.nz's ANZ competition.

Safe Eyes are currently undergoing testing of the toughest kind. With the support and facilitation of Grow Wellington, Safe Eyes are being tested by the US armed forces as a result of their mesh goggles having the unique function of being able to be used in the desert.

Currently Phil is looking to extend the world wide distribution of Safe Eyes with targets of 3% to 5% of worldwide sales of safety goggles. A target which the \$60,000 prize package will help make even more attainable.

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