# TKO Live follow up from SecurePocket

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Nisha Cannon Harman [redacted]

Jul 24, 2026, 2:53 PM

Dear Chris,

Thank you so much for the opportunity to pitch the SecurePocket containment brief on your show. And thank you to Kevin for his influence in our selection. I don't know if he shared with you that his brother has downs syndrome and has begun wearing briefs. They have begun having issues already with leaks and product failures. Kevin was super excited about our product when he read about it. Brandon's mom found us afterwords and shared her struggles with loose stool and how she was afraid to leave the house because she knew from experience that briefs don't contain the mess. She shared with me that during our pitch she had been frantically texting Brandon, telling him that this product is absolutely needed and to make a deal (he didn't see the text 😉). And you may recall the gentleman who got up to pitch after us. He announced to the audience that he had been a CNA and that he could have really used our brief for his patients.

Maybe you are asking yourself by now, why is Nisha sharing this information with me? Chris it is because Nik was clueless about the need for our product (no offense is meant towards Nik. He is a good guy). I was literally dumbfounded when a founder of a homecare and hospice company said, "Just throw a chuck under them…they have to clean up the mess anyways, so what's the difference?" All I could do at the time was let out an exasperated sigh. But I can tell you now that there is a huge difference between simply removing a soiled brief and wiping their bottom instead of completely changing their clothing, bedding, bathing them, scrubbing wheelchairs and even cleaning it up off the floor. This is the daily reality for millions of people, and the research has shown that this problem is a risk factor for institutionalizing loved ones.

The problem is that the CEO's of adult diaper manufacturing companies (and apparently home care and hospice companies) just don't care. And why should they? They aren't dealing with the messes. Caregivers don't have much choice for incontinence products. Many of them resort to adding extra pads and even layering 2-3 diapers at once, ripping a hole in the back liner hoping that the extra liquid will flow through and then adding 3-4 "chuck" pads underneath. This isn't in an effort to postpone changing them, but just to try to contain the output from one void, which can be immense. Our Lead Investor Ben McGee has described it as "tsunami amounts of liquid". These large companies are making plenty of profits from people needing to use multiples of their products. They would lose too much money if they created one product that actually did the job. Our product can hold 12 cups of liquid and is designed to prevent leaks. People who have trialed our prototype are shocked at how well it works and beg us for more. It is so hard to hear their struggles and not be able to provide them with the manufactured product yet.

Chris, I was so impressed with the way that you interacted with everyone who pitched that night. You asked others, "how can we help". So, I am going to share with you how you can help this community of disabled and elderly individuals and their caregivers. I truly believe this product will have to be funded by the community who needs it. This last week of interacting with both Nik, and Adam from NorthShore has proven this. What will help us is getting our WeFunder out of the TTW phase as quickly as possible. Would you consider investing $20-$25k in our WeFunder campaign (this should get us to the required $50K)? We could also use funds to launch a media ad campaign to our community. Once they are mobilized there will be no stopping them. It would also be extremely helpful to chat with you about the WeFunder you did previously and get any helpful advice. We have been working with Bryce Hansen from SBDC. He has launched a successful Kickstarter campaign but doesn't have intimate knowledge about crowdfunding campaigns specifically.

Again, I am very grateful for the opportunity we had to come on your podcast and hope you have a great Pioneer Day celebration.

Warmly,

Nisha Harman

WeFunder.com/securepocket

*We are 'testing the waters' to gauge investor interest in an offering under Regulation Crowdfunding. No money or other consideration is being solicited. If sent, it will not be accepted. No offer to buy securities will*