INNOVATIVE INCONTINENCE PRODUCTS INC

The Adult Diaper Engineered to STOP the leaks BEFORE they Start!



securepocketbrief.com Midvale, UT

Highlights

1. Our product trial users were RELIEVED: fewer disasters, more dignity and more community access.
2. Product trial revealed 85–100% containment success and powerful caregiver and clinician reviews.
3. 20M Americans struggle with incontinence leaks—$40B market needing real solutions.
4. Big corps have turned their back on the this community; We are driven by your real-life stories

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Featured Investor



Ben McGee
Syndicate Lead

Follow

Invested $10,000

COO of Live Empowered, a special needs services company, Investor and owner of 3 successful startups, and Host Parent to two special needs adult men.

"I decided to invest in Innovative Incontinence Products for two reasons. The first is I have never found a product that works as well as their brief does. I have been taking care of two special needs men for 7 years and have not found anything that works as well as their brief does. Second, after working with them for the past year I have been impressed with the team's passion, tenacity, and vision. Nisha and her team have proven repeatedly that they have what it takes to bring this to market..."

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Team



Nisha Harman Founder | Board President | Chief Executive Officer

Nisha is a creative leader and key visionary behind SecurePocket's patented design. With 10+ years in healthcare administration, she guides compliant, user-focused innovation and brings proven leadership in governance, budgeting, and growth.



Kathleen Cannon Founder | Chief Sales director | Product Engineering

39 years of hands-on caregiving experience. Changed over 200,000 Adult Diapers and invented SecurePocket from decades of frustration with products that fail.



Tushar Rawat Founder | Chief Operations Officer - India

Tushar Rawat, co-founder and COO of Innovative Incontinence Products, India, brings 8+ years in branding and growth. Formerly at Dentsu, he led campaigns for top brands and now drives Secure Pocket to reshape adult incontinence care.

Pitch Deck



Memo

Every major consumer-health breakthrough starts the same way: with someone who refuses to accept that "good enough" is the best the world can offer. Innovative Incontinence Products was born from that exact moment — when caregivers, parents, and professionals realized that the products on the market weren't protecting dignity, weren't solving the real problem, and weren't designed by people who actually understood the lived experience of incontinence.

We're changing that.

SecurePocket™ is an incontinence product engineered to **actually contain**, not just absorb. It's a simple idea with massive impact — for caregivers, for long-term care facilities, for families, and for anyone who has ever felt the frustration, embarrassment, or exhaustion of products that fail at the one job they're supposed to do.

Our founding team brings together decades of caregiving experience, product innovation, counseling expertise, and real-world insight into what people truly need. We're not outsiders guessing at a market. We're insiders who have lived it, supported it, and decided to fix it.

And the response has been extraordinary.

Caregivers tell us SecurePocket™ is the solution they've been waiting for. Facilities tell us it could reduce labor hours and improve resident dignity. Families tell us it could change daily life. Investors tell us the market is overdue for disruption — and we're positioned to lead it.

We're now preparing our international patent filing, creating manufacturing partnerships, and building a brand that speaks directly to the people who need it most. Momentum is accelerating — not because of hype, but because the problem is real, the solution is real, and the team behind it is relentlessly committed.

This is more than a product. It's a movement toward dignity, independence, and innovation in a space that has been ignored for far too long.

If you believe in solutions that matter, in founders who build from lived experience,

and in products that change everyday life for millions, we invite you to join us.

We're just getting started — and we're building something that truly makes a difference.