



Typing on your iPad just changed forever!

COMPANY BACKGROUNDER

Conceiving the idea:

Steve Isaac has been passionate about mobile computing since the early '90s, when he worked on one of the world's first tablet computers. When the iPad came out 15 years later, Steve became obsessed with finding a way to make data input—typing, on the iPad a better experience for users. He built a prototype of Touchfire, and asked Brad Melmon, a mechanical engineer and product designer, to join the project. After more than a year of hard work, Touchfire was launched on October 20, 2011 as a Kickstarter project.

Funding the idea:

Steve and Brad decided to use Kickstarter, a crowd-funding Web site, to help fund the idea. Their goal was to raise \$10,000 in 7 weeks. They raised \$10,000 in 5 days, and by the time their project ended on December 13, Touchfire had gained 3,146 backers, raised \$201,400 to help get the product into production and had pre-orders for 4,417 units.

Manufacturing the idea:

From the start Steve and Brad wanted to manufacture Touchfire in the U.S., but after half a dozen U.S. manufacturers said they could not make Touchfire, they gave up and went with a China based company. Steve wrote about his frustration in finding a manufacturer in a Kickstarter update. As luck would have it, the CEO of International Rubber Products (IRP), a U.S. manufacturer of medical products read his update and contacted Steve with an email saying: "We can make Touchfire!" After evaluating IRP's capabilities, it became clear that they were perfect for the job of creating Touchfire. We're proud to say that Touchfire is now being manufactured in the U.S. in a clean room facility near Los Angeles, California.

Men behind the idea:

Steve Isaac has designed products for 30 years at companies like Sun Microsystems, GO and Microsoft. He designed one of the world's first tablet computers at GO in the early '90s and developed the 1.0 versions of Windows CE, Internet Explorer, MSN.com, ASP and ASP.NET while at Microsoft.

Brad Melmon is a product designer and mechanical engineer who has worked at HP, IDEO, Moto Development, and Speck. He has designed computers, toys, smartphones, medical devices and multiple camera and phone accessories.



Contact Info:

info@touchfire.com

www.Touchfire.com

@TouchfireType

www.facebook.com/TouchfireType

Touchfire is headquartered in Seattle, WA