



## **Potty Training Concepts**

6905 Broadway, Suite 203

Pearland, TX 77581 Phone: (281) 485-3330

Web sites: Retail: [www.pottytrainingconcepts.com](http://www.pottytrainingconcepts.com)

[www.Baby-n-Toddler.com](http://www.Baby-n-Toddler.com)

Wholesale: [www.mominnovations.com](http://www.mominnovations.com)

Brands: [www.potty-training-in-one-day.com](http://www.potty-training-in-one-day.com)

[www.pottyscott.com](http://www.pottyscott.com)

[www.pottypatty.com](http://www.pottypatty.com)

While watching Dr. Phil one afternoon, Narmin Parpia got an idea for a potty training system that would help parents potty train their toddlers in one day. Her idea was to help other moms by creating a complete potty-training-in-one-day system with all the necessary parts included.

She made an appointment with an SBDC consultant, to find out the steps she should take in order to bring this product to market. Her consultant advised her to attend the Center's First Step: A Business Start-up Workshop and the Business Plan Workshop, which she did. Armed with this knowledge and the research that followed, the client became confident that she could compete successfully in the marketplace with her potty training kit.

There were several issues the SBDC helped her resolve before she could launch her business. Her consultant helped her develop the details of her business plan and an operating budget. The SBDC provided information and advice about the patenting process and securing a trademark. They also put her in touch with a patent attorney. The International Trade Center provided a lead that assisted her in securing a vendor in China to manufacture the dolls. SBDC consultants helped her develop a marketing plan and fine tune her initial Web site.

She also used the Space Alliance Technology Outreach Program to solve a valve / switch problem that would allow the doll to urinate on demand. An engineer with MEI Technologies, Inc assisted her to rip apart dolls to decide how to implement the final solution. It caused some puzzled looks from the staff at MEI, but they eventually came up with a design so innovative that Narmin and the dolls have appeared on NBC's *Today Show* and were mentioned in *Time* magazine.

The client went live with her Potty Training Concepts Web site in March 2004 and made sales to customers in seventeen states in the first few weeks. She began exporting her products in November, 2005 and hired her first employee.

Currently, Narmin has 2 full-time and 4 part-time employees and sells her products to both retail and wholesale customers. In addition to the potty-training-in-one-day kit and dolls, her company also offers a full catalog of over 420 potty training products and expert potty training tips and advice for moms.