



**MEMBER
MEETUP**



[May 13, 2026](#)

Agenda



1. Bagels & Coffee
2. Intros
3. Keeping up with ID
4. Upcoming Events & Offerings for Members
5. **ID Member Spotlight:** F.I. for Kids, Tracy Sherrier
6. **ID Member Resource:** Adam Jefferies, IT Problem Solving Session

Keeping up with ID:



- **Industry Cluster Meeting Today – Cluster Consumer Goods + Services**
- **Business Plan 4-weeks Workshop led by Phil Brown – Connect with Rob**
 - Virtual, 6:30-8: June 16, 23, 30 and July 7
- **Clean Energy Incubator Program:**
 - Fill out the Connect Form
 - Connect with Ricardo Magallon or Arlinda Bajrami
- **Fall Owner 2 CEO Applications Now Open – Connect with Rob for more info**

Scan the QR code to keep up with the news:



BIG IDEA Pitch Contest

- **Big Thanks to Scott Hubbard (Hubbard Communications) and Sonia Lal (Ivy League Potential) for helping**

Winners: Dan announced winners on John Williams' show on WGN Radio

1. **On The Spot** is a portable cleaning solution that combines a refillable spray bottle and reusable microfiber cloth, making it easy to clean small messes anytime, anywhere.-
Naperville North High School
2. **Airobic** develops athletic nasal strips designed to improve airflow and breathing efficiency, helping athletes enhance endurance and performance during exercise.-Naperville North High School
3. **Project Grounds** is an eco-friendly coffee company creating biodegradable, fully dissolvable coffee pods that deliver convenience while reducing environmental waste.- Lake Zurich High School

WGN- Green Grease Environmental



YOUR MONEY MATTERS

WITH JON HANSEN



WEDNESDAY
MAY 20, 2026
6:30 P.M.



Chicago-area company that collects and recycles used cooking oil from restaurants and commercial kitchens, converting it into renewable biofuels to support cleaner energy and reduce waste.

May 20th @ 6:30 PM




Upcoming Events




Public

Azenity Consulting wood phillips

FIRESIDE CHAT + WORKSHOP | IP & Innovation Strategy
May 19 | 6:00 PM | Innovation DuPage



Elina Conley
Innovation Strategy
Azenity Consulting



Mark Polyakov
IP Attorney, Partner
Wood Phillips

RSVP Required

Protect What You Build: IP Strategy for Growing Companies

May 19 6:00 pm Glen Ellyn

Member

Work Shops

The 7 Investor Secrets Every Fundable Startup Gets Right

Tuesday, June 9th, 2026
In-Person: 5:00 – 7:00 PM

- Learn the seven core conditions investors look for—from market clarity to profitability to right-fit capital.
- Build the business and financial acumen every fundable founder needs, especially for capital-intensive and first-of-a-kind technologies.
- Walk away with a practical framework to test your assumptions, gather 'receipts,' and de-risk your path to viability.



Shubha K. Chakravarthy 535 Duane St. Glen Ellyn, IL 60137

achiiv

The 7 Investor Secrets Every Fundable Startup Gets Right

Jun 9 5:00 pm Glen Ellyn, IL

Join us!



Green Drives Conference



Focuses on the latest trends, technologies, and best practices in clean transportation, featuring expert insights on electric vehicles, alternative fuels, and strategies to reduce emissions while improving fleet efficiency.

- Thursday, May 14, 2026,
- 9:00 AM-4:00 PM
- ~~Danada House in Wheaton, IL,~~
- Free Webinar- Check Eventbrite

Resources and Workshops



Additional Resources



Strategic Business Advisor

Mike Varon



Entrepreneur-in-Residence

Elina Conley



Strategic Technology Advisor

Adam Jeffries



Mentor Program Advisor

Heather Sattler



Interim CEI Program Director

Ricardo Magallon



Interim CEI Program Manager

Arlinda Bajrami



**Strategic Business
Advisor - CEI**

Ozge Guney



Grant Writer

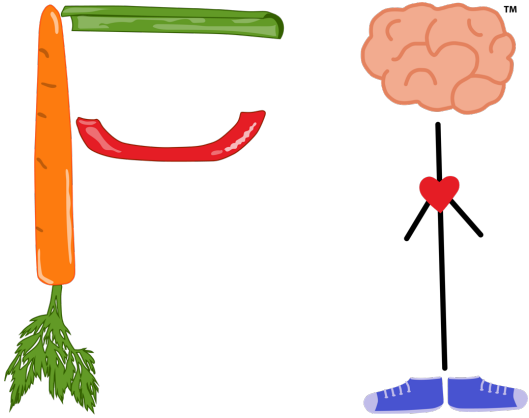
Jessica Wain

The logo features the letters 'ID' in white on a green square background, followed by the words 'MEMBER' and 'MEETUP' in large, bold, black capital letters. A green arrow starts from the bottom left of the text and points towards the top right.

ID MEMBER MEETUP

ID Member Spotlight:

F.I. for Kids
Trac Sherrier



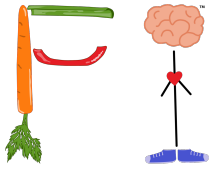
F.I. for Kids

Food Intelligence + Independence

F.I. for Kids™ offers interactive products and learning experiences that use a structured nutrition education framework and help children understand how food fuels their body.

“Because healthy eating starts with understanding.” – F.I. Guy





THANK YOU ID COMMUNITY

Special thanks to...

Mike Varon

Strategic Advisor

Amanda Horan

Line + Cleat



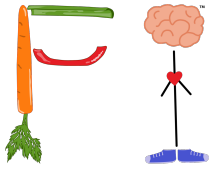
Sarah Dickinson

Current Medical Device
Development

Joe Barron

Gray Matters Games

**COD Graphic Design
Department & Students**



PROBLEM & OPPORTUNITY

PROBLEM: Kids are disconnected from how food works – parents feel overwhelmed filling the gap.

OPPORTUNITY: While health awareness and government attention to “fix” kid’s health are growing, few tools truly *teach* kids how food fuels their bodies – a gap F.I. for Kids is uniquely built to fill.

A Mom’s Priorities
for Her Kids

Health

Everything
Else

\$\$ Spent on Sports,
Dance, Music, Art, etc.



What Schools
Teach

PE

Arts, Music,
Language

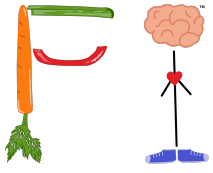
Science

Math

Reading

There’s a
disconnect...
what about
food education?



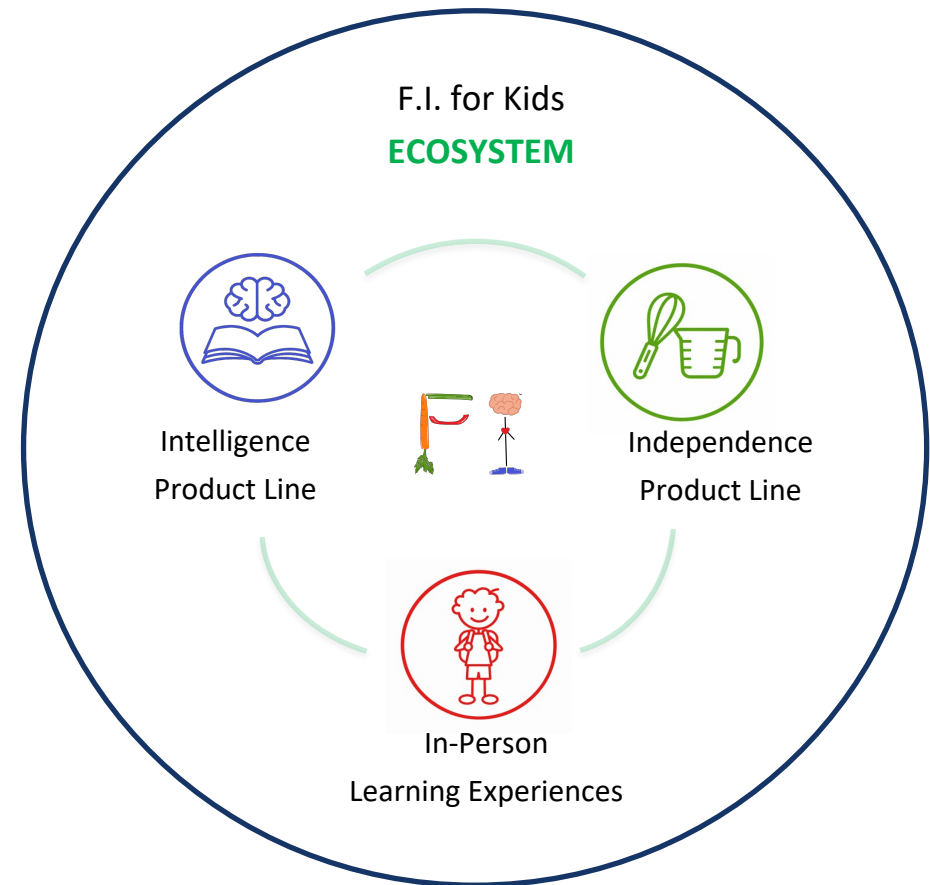


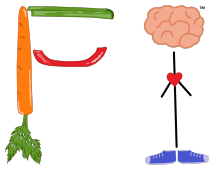
MISSION. VISION. PLAN.

MISSION: Empower kids to fuel healthy lives by teaching them the *what* and *why* behind food in a way that's engaging, hands-on, and FUN.

VISION: To become the go-to national brand for kids' food intelligence — trusted by parents, loved by kids, and recognized for sparking lifelong healthy habits.

PLAN: Build an F.I. for Kids **ecosystem** that delivers food intelligence, independence and empowers kids to fuel healthy lives.





EDUCATION FRAMEWORK

Milestone Matrix (ties to Products/Classes)

F.I. for Kids Developmental Milestone Matrix		Food Intelligence & Independence Milestones Food intelligence & independence develops over time, just like physical, cognitive and emotional skills. F.I. for Kids classes & products meet children at their developmental milestone and help them progress with confidence and independence.				
AGE & STAGE	Toddler 1 - 2 years	Pre-K 3 - 5 years	K - 1 st Grade 5 - 7 years	2 nd - 3 rd Grade 7 - 9 years	4 th - 5 th Grade 9 - 11 years	6 th Grade + 12+ years
Food Awareness & Literacy	Recognizes common fruits & vegetables by sight.	Knows food fuels the body Understands different foods support the body in different ways Names basic foods and sorts fruits and veggies	Groups foods by type: fruit, veggie, protein, grain, dairy, 'sometimes food'. Has basic understanding of 'highly processed food'	Familiar with nutrition labels and understands ingredients are listed by amount (most to least).	Read basic nutrition labels. Identifies the main ingredients in common foods. Distinguishes whole vs. highly processed foods.	Independently compares nutrition labels, and uses technology to research foods.
Body Connection	Identifies basic body parts.	Understands the 'Fuel Factory' breaks down food and supplies fuel to the body (like a grocery store)	Understands why 'eating the rainbow' is important, and maps common fruits & vegetables and colors to body benefit.	Understands basic concepts about how protein, sugar, fat, dairy, salt and other nutrients impact body function	Understands digestion basics and nutrient roles.	Connects food choices to performance, mood and long-term health.
Independence & Skills	Feeds self with hands or utensils.	Helps wash produce. Cuts soft foods with supervision.	Assembles snacks (yogurt, fruit, crackers).	Makes no-cook meals (PB&J, cereal, etc). Uses microwave with close supervision.	Packs lunches independently. Uses microwave independently. Operates stove and kitchen appliances with supervision.	Prepares simple, balanced meals independently. Operates stove and kitchen appliances with little to no supervision. Cleans dishes.
Decision-Making & Confidence	Chooses between two food options.	Expresses food preferences (likes, dislikes, and tastes). Selects a new fruit or vegetable to try.	Can explain how foods they regularly eat help their body and recognize when they don't.	Can use common foods to build a balanced plate using food groups or color cues.	Makes food choices based on goals and situations (MAP testing, soccer game, recital, long car trip, etc.)	Makes Independent & Informed food choices

Color & Icon system (consistently leveraged)

FOOD TYPES

Color-coded categories simplify how children understand and identify foods.



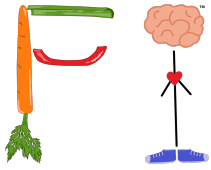
★ **FUEL FOODS** Stars highlight foods that give the body important fuel and nutrients.

BODY CONNECTION

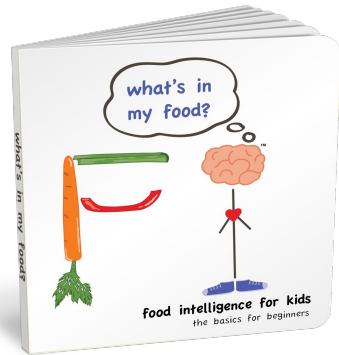
Visual icons connect foods to how they fuel and support key body parts and functions.



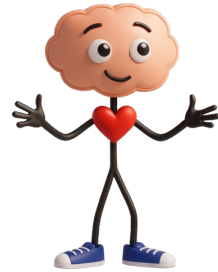
This framework is consistently applied across products and learning experiences—supporting scalable, repeatable nutrition education— and building lifelong **FOOD INTELLIGENCE**.



INTELLIGENCE PRODUCT LINE



BOARD BOOK (Ages 1-5): A fun, simple 7-page read that helps kids (and families) take their first steps toward food awareness. **Parents love the quick, meaningful read — kids love the Fi Guy!**



Plush F.I. Guy (Ages 3-7): Brings the character to life. Soft and cuddly, but bendable body.



Food Finger Puppets (Ages 1-7): Bring your food to life!



Food Intelligence Memory Game: Classic game that delivers educates at the same time!

FOOD BRICK PLACEMAT (Ages 4-7): Let kids “see” what’s in their food. Colorful bricks represent food groups so kids can build their “plate”, compare, and balance their meals hands-on.

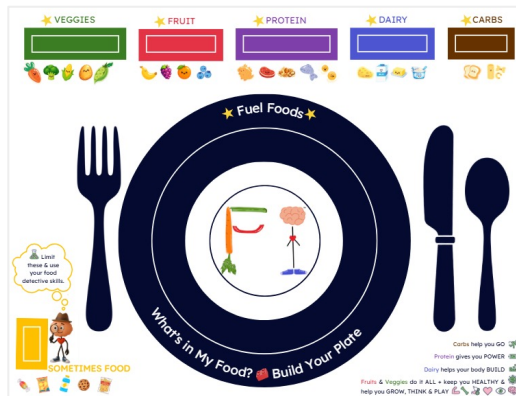
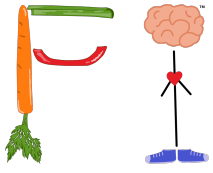


Plate & Utensil Set (Ages 1-5)

RESTAURANT RESCUE KIT (Ages 2-7): Better than your phone!! Keeps kids entertained while reinforcing Fi! Includes FI memory game, Wiki Sticks, Silly Dough, Coloring Book & Crayons





INDEPENDENCE PRODUCT LINE

Planned for Phase II



APRONS



KID SAFE KNIVES



KID-SAFE BLENDER



MEASURING CUPS & SPOONS



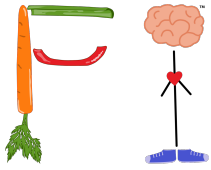
WHISKS, SPOONS, etc.



CUTTING BOARDS



ENDLESS OPTIONS



SCALABLE IN-PERSON LEARNING

Fun, interactive in-person learning that kids love & parents will pay for

Piloting at

473 N. Main, Glen Ellyn

Then Scaling to a Mobile Mom

F.I. Movement

create an accessible franchise that moms across the country can run in local park districts, libraries, etc.

F.I. for Kids

What's in My Food?

Learning Series

Basics for Beginners

6-Week Learning Series

- Food is Fuel
- Food Detectives
- Eat the Rainbow
- Build Your Plate
- Connect the Dots
- Listen to Your Body

April 28th - June 2nd

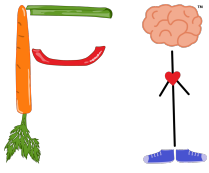
Tuesdays | 9:00 - 9:45 am

473 N. Main St, Glen Ellyn, IL

4-6 years old \$199

Kids build Food Intelligence & are inspired to ask one powerful question: "What's in my food?"

Empowering kids to fuel healthy lives.

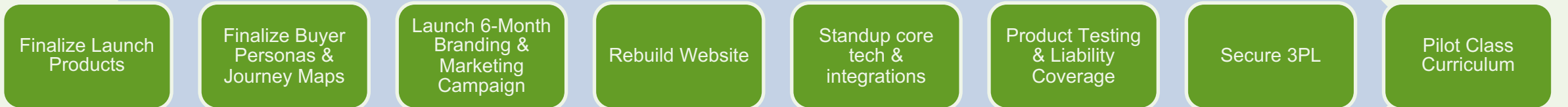


COMPLETED & PLANNED ACTIVITIES

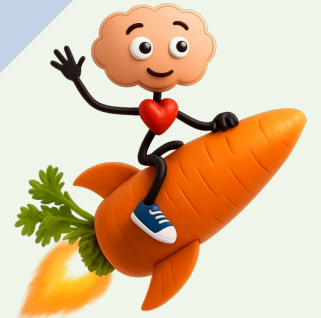
Completed January 2025 through April 2026

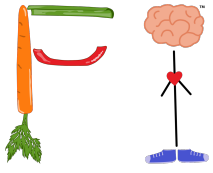


Key Activities IN PROGRESS to Achieve Product & Service Launch



**Target Product Line & In-Person Learning Launch
FALL 2026**

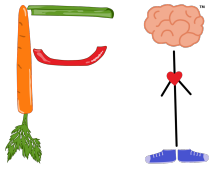




PLANNED SALES CHANNELS



Kids Learn & Use. Adults Buy. Institutions Scale.



TARGET BUYERS – PHASE I (Intelligence Product Line Only)

WHO THEY ARE

- Adults buying for children ages 1–7
- Parents, grandparents, and loved ones
- Middle to upper-income households
- Wellness- and enrichment-oriented

WHAT THEY VALUE

- Healthy habits that start early
- Products with educational purpose
- Quality, trust, and intentionality
- Practical tools that fit real life

WHY THEY BUY

- “I want the child I love to grow up healthy, confident, and capable.”
- “I want healthy habits to feel achievable and sustainable.”
- “I want to give children tools that positively shape their future.”

NADIA

New Parent –
Active – Does It
ALL



Toddler
1 - 2 years

TORA

Trying – Overwhelmed
– Running on Empty –
Always On



Pre-K
3 - 5 years



K - 1st Grade
5 - 7 years

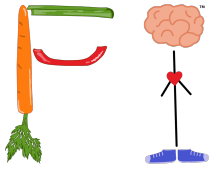
GALE

Gift Giver - Aspires for
Unique Finds – Loving –
Education Enthusiast



Intelligence Line





KEY OPPORTUNITIES/ENDORSEMENTS



Endorsements

Healthcare

- Advocate Healthy Active Living for Kids
- Pediatrician Networks

Education



Sales Exposure

Large Programs

- Girl Scout/Boy Scout

Education/Childcare

- Montessori School Network
- Childcare/Daycare Centers

IDEAS?

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ID MEMBER MEETUP

ID Member Resource:

IT Problem Solving Session

Adam Jefferies

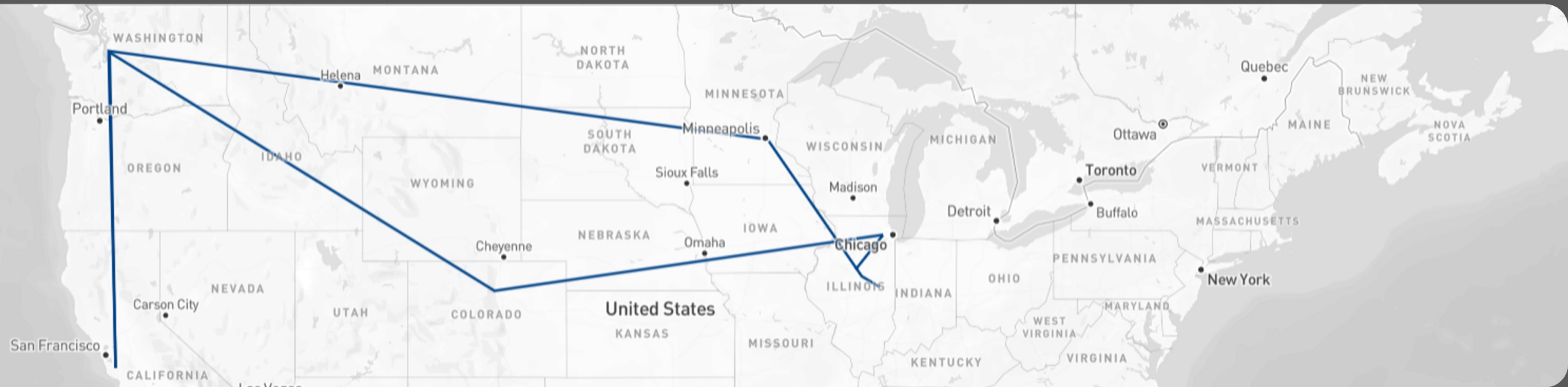


SAFETY DESIGN
WORK BETTER TOGETHER

Innovation DuPage
May 13th, 2026

Member Meetup





ABOUT ME

Adam Jeffries

Founder @ Safety Design
Tech Advisor @ Innovation
DuPage

- Alternate between Startups and Large Companies
 - 6 Startups (3 successful, 1 wash, 2 fail)
 - 5 Fortune 100 companies
- Focused on Framework & Application Architecture

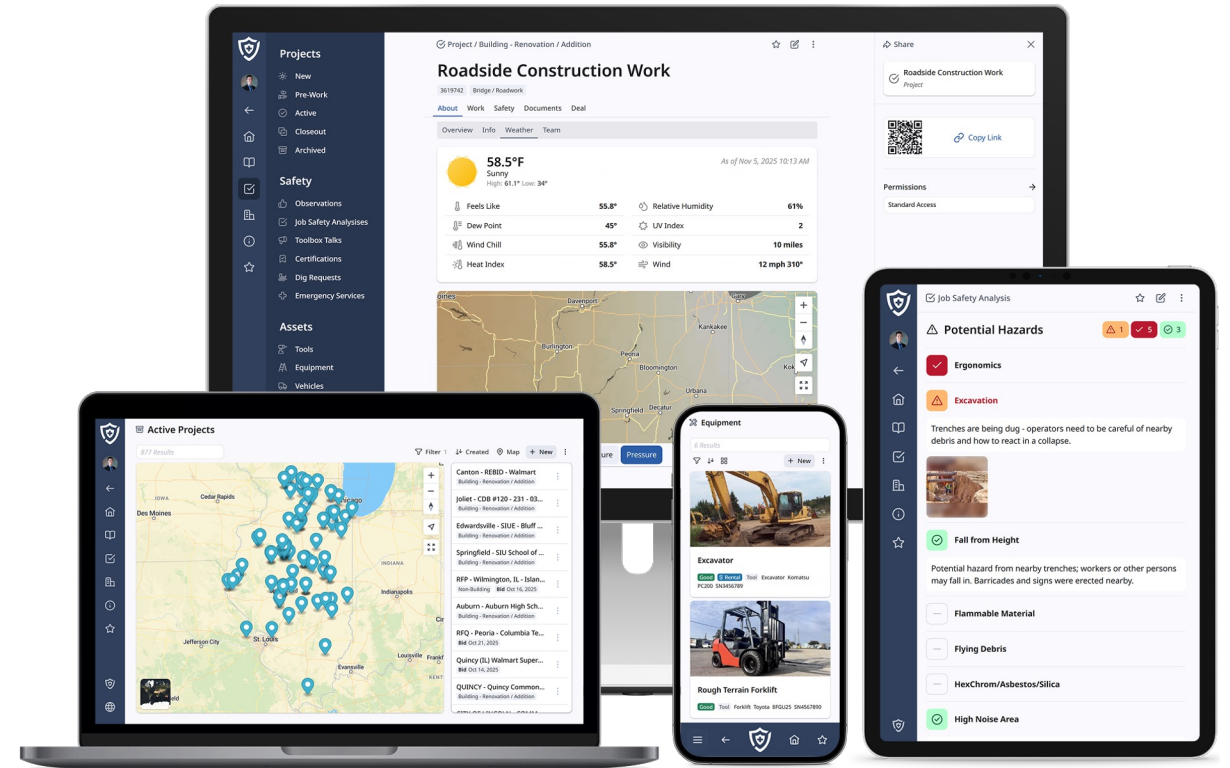
Goal: Build and support services that fit how people actually work - not how software assumes they do.

What is Safety Design?

Moat: A proprietary application platform that facilitates rapid product development.

Moat Killer: AI slop as well as genuine AI app development reducing the barrier to entry.

Live: Tailored product catalog with the ability to create custom solutions at off-the-shelf prices.



Timeline

2022

Idea
&
Research

2023

Framework
&
Alpha Client

2024

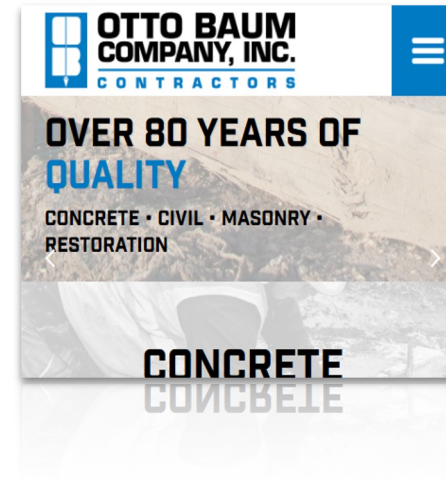
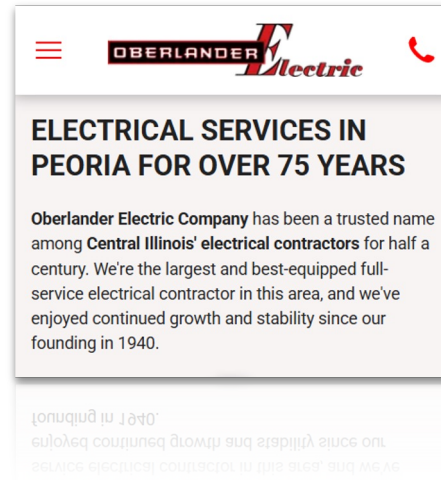
Initial Product
&
Beta Client

2025

Product Growth &
Full Client

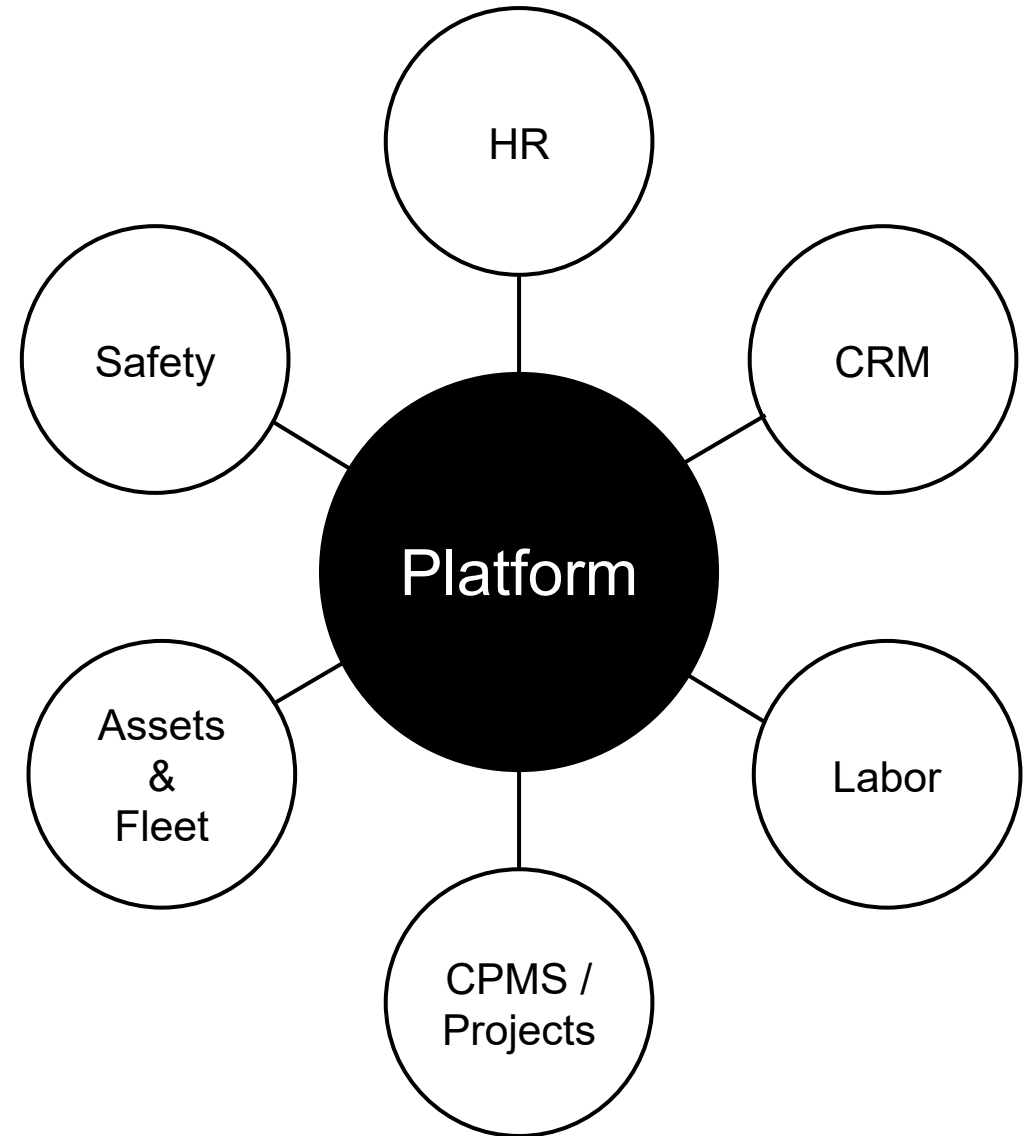
2026

Stabilization
&
Sales



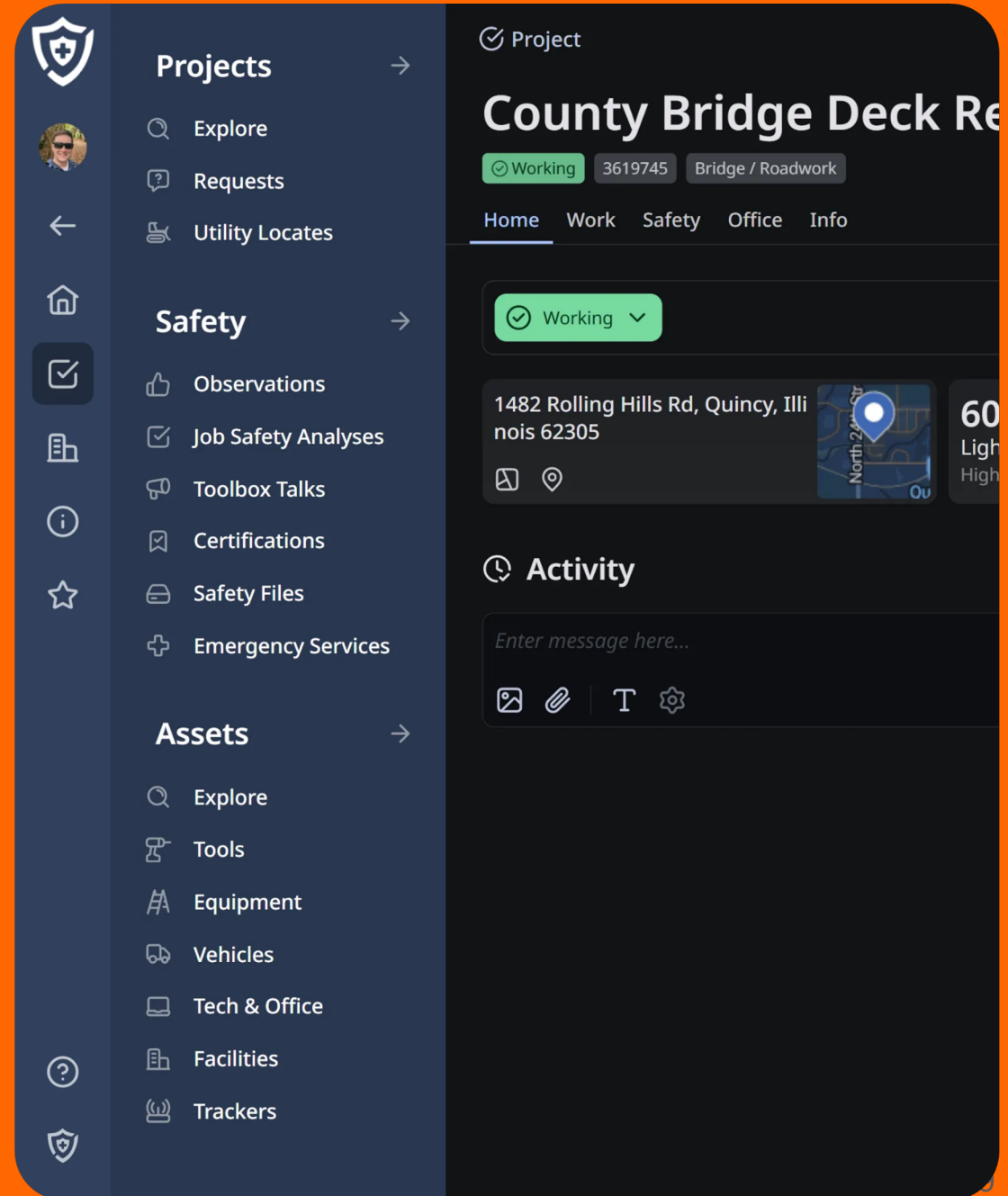
Product Catalog

Platform includes core products include: QR Codes, Notes, Dashboards, Email Builders, Event/Calendar, Import/Export, Notebooks, AI Pages, Profiles, File Management.



Product Demo

demo.safetydesign.com



Roadmap



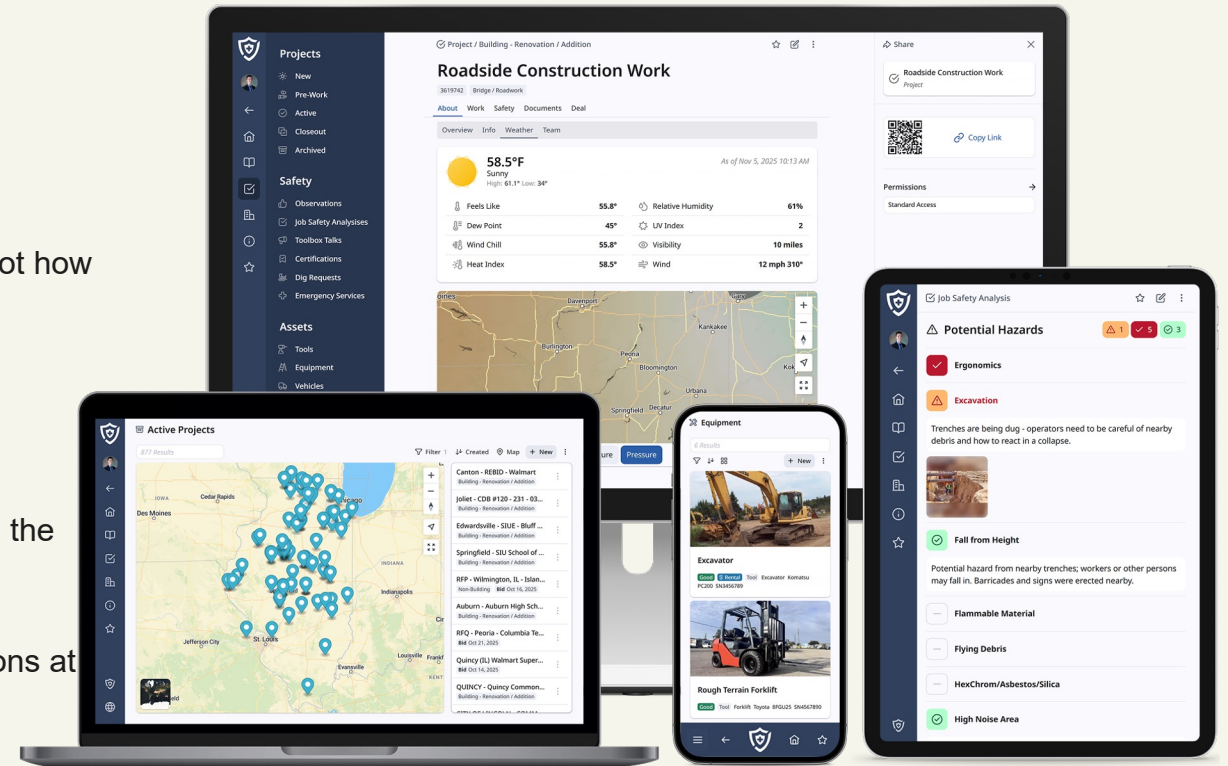
Questions?

a@safetydesign.com

(30m advice sessions)

What is Safety Design?

- **Goal:** Build and support services that fit how people actually work - not how software assumes they do.
- **Moat:** A proprietary application platform that facilitates rapid product development.
- **Moat Killer:** AI slop as well as genuine AI app development reducing the barrier to entry.
- **Live:** Tailored product catalog with the ability to create custom solutions at off-the-shelf prices.





Stick Around – Cluster Commercial Goods & Services



Catch the next Meetup on 05/27/2026

Collaborate • Scale • Succeed



**INNOVATION
DUPAGE**