



How I got Hurphy Durphy up and running

After my initial discovery of the problem, I designed a basic prototype. I did not have a background in any kind of engineering – just an idea of a solution to a real problem facing parents in Australia. I sketched what I thought would work, and picked up some neoprene off-cuts from a wetsuit factory.

A dear friend of mine who sews helped me sew together the first one. From here I contacted patent attorneys Griffith Hack and went about protecting the idea and trade marking the name.

Next, I went to the small business development corporation and received a grant that I put towards hiring industrial designers Aurora Studio to refine the design.

From here, because my product is a safety/motor accessory, I went to the Australian Motor Vehicle Certification Board.

During this time I was pregnant with my second child and the task ahead of me seemed overwhelming. To keep moving forward and overcome my fears, I broke the project down in to manageable parts. I basically set out ever-evolving lists, to make it less daunting. This way if I only accomplished one thing a day from my list it was forward momentum no matter how incremental.

Although extremely gratifying to have created a product from my own idea, it has also taken over at times and I am always having to try and contain it so that it does not dominate the whole family.

If you really believe in your idea, go for it, and don't listen to any naysayers! Keep your idea to yourself until you have protected it.

Be prepared for it to take over your life at times – it can become quite stressful. It is a long-term project, so you can't assume that it will all come together overnight.

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