**INNOVA and WVJIT invest $200,000 in Morgan County startup Mighty Tykes**

INNOVA Commercialization Group, (INNOVA®), and the West Virginia Jobs Investment Trust (WVJIT) are investing $200,000 into Mighty Tykes™ LLC. The startup company in Berkeley Springs makes colorful child-sized wrist and ankle weights. The weights are specially designed to help build strength in small children and infants who suffer from poor muscle tone (hypotonia) or muscle weakness. Inventor Isabella Yosuico originally created the miniature weights to help her own son when he was diagnosed with hypotonia. As part of the product development effort and to test the receptivity of the product to the market, MightyTykesTM initiated a market trial in the fall of 2012. Prototypes and a survey were sent to early intervention program families, professionals and institutions around the country. Yosuico received advice in business plan development and financial analysis from the area’s Small Business Development Center business coach.

INNOVA is an initiative of the West Virginia High Technology Consortium Foundation (WVHTC Foundation). INNOVA provides early-stage investment capital to support commercialization efforts. Co-investor WVJIT is the state’s venture capital fund, created to help qualified West Virginia small businesses that have an opportunity to grow.

*Photo courtesy of Mighty Tykes LLC*

*The child-size wrist and ankle weights Isabella Yosuico created for her son grew into Mighty Tykes.*

