

It's a Go

2 MEN'S ERGONOMICALLY FITTED, PACKABLE TOILET HARNESS SOLVES A PROBLEM FOR HUNTERS **BY EDITH G. TOLCHIN**

Robert Legg (left) and Keith Lindsey (right) demonstrated the Krapp Strapp on "Shark Tank" (Season 15, Episode 6) with a delighted Mark Cuban, who said it felt "comfortable" and that "Bob, you're a star, buddy." Lori Greiner and Daymond John accepted a deal for \$65,000, with 33.3 percent equity.

ALTHOUGH I'LL never be a hunter—nor an outdoors person, for that matter—I love "Shark Tank" stories! Here's a new product for outdoors people with nowhere to "go," courtesy of Keith Lindsey and Robert Legg from Jacksonville, Texas.

Edith G. Tolchin (EGT): What is the Krapp Strapp and how does it work? Are there similar products on the market?

Keith Lindsey (KL): Krapp Strapp is the first ergonomically fitted, packable toilet harness on the market. It allows for a safer, more comfortable squatting toilet experience in remote environments. The adjustable waistband allows a person to wear the harness while allowing hands free to do other things.

The "Attachment Strapp" is designed to be quickly attached around a strong, stable object (tree, post, vehicle bumper) for the person to lean back into and hold their weight in a safe manner. All the while, the ergonomic seat comfortably fits and supports the buttocks area.

EGT: Tell us about yourself, your background, and your original company, Air Boss Motion Decoys.

KL: I am the operating partner and CEO of Air Boss Outdoors. I am a lifelong (over 50 years) adventurer, hunter and engineer. I started a professional career in 1980 as a tooling designer, then product engineer, product manager, and equity partner with other manufacturing-based startup businesses prior to retiring in 2019.

I have hunted, fished, camped and explored new ground since the mid-1970s. Enjoying the hunt more than the harvest has led to some insightful ways of looking at things over these years.

Hunting has always been a personal passion while earning a living in the manufacturing industry. I have amassed over 13 different utility patents and a couple of design patents over this time.

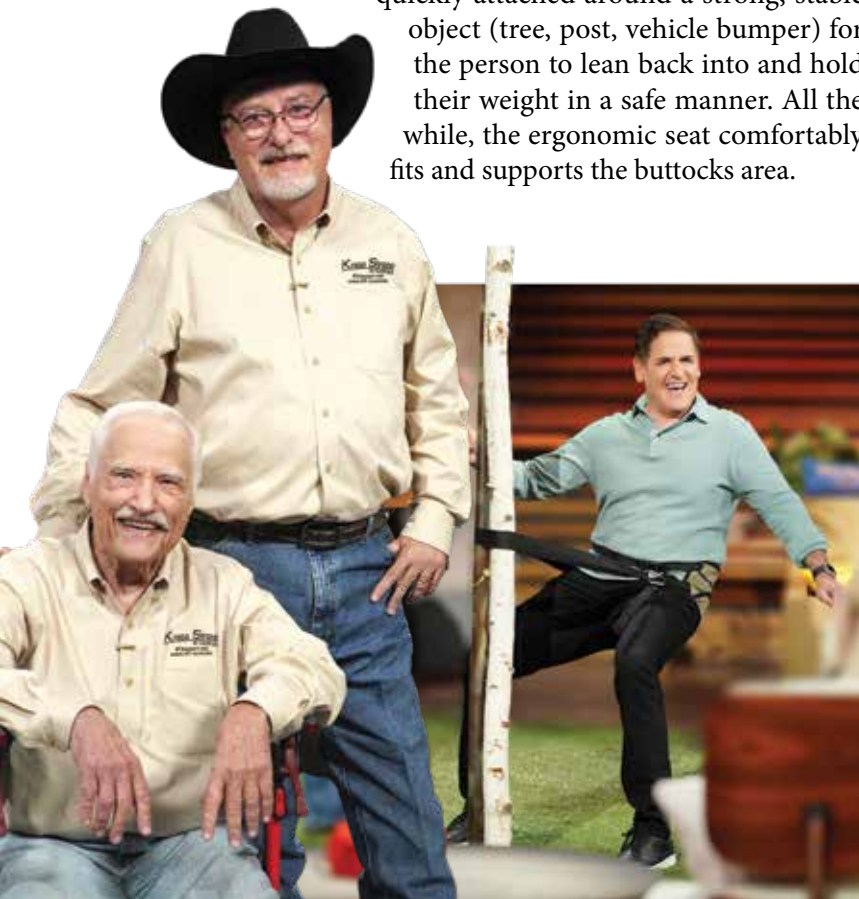
In 2021, Robert Legg (founder of Air Boss Outdoors) and I decided to make, manufacture, and sell motion-activated hunting decoys that provide consumer value yet truly attract the attention of the game being hunted. In 2023, we realized we needed to diversify the product line and develop and produce other outdoor-related products—not just motion decoys.

Hence in 2023, Air Boss Outdoors was formed, and it became "The Year of the Krapp Strapp."

EGT: Is it patented?

KL: The Krapp Strapp is patent pending and is being vetted through the utility patent process. Patent application was initiated in 2023.

The process of obtaining a utility patent is a very detailed and thought-provoking process—especially for the inventor and their attorney. We could only hope that personal interviews and a more open dialogue between the inventor/attorney and the patent examiner



“We try to identify ... not-so-good experiences and develop a product that will turn a bad thing into a good thing.” —KEITH LINDSEY

could happen on a regular basis. It would probably provide for a more expeditious process for all involved.

EGT: How did your personal background lead to this product?

KL: My lifelong passion for all types of exploratory hunting experiences and growing up in an area of east Texas where it was seven miles to the closest retail store of any type make for an outdoor lifestyle.

With a degree in mechanical engineering technology and working for over 30 years in the design, development and manufacture of medical devices, this constantly presented a Jekyll and Hyde situation where you work to earn a living doing something you're good at, vs. coming home and being passionate about something completely different. This always created an identity crisis of sorts.

As avid outdoorsmen, both Bob and I share lots of experiences—some good, some not so good. We try to identify those not-so-good experiences and develop a product that will turn a bad thing into a good thing. Eventually, that product will become a necessity instead of just another accessory.

EGT: Did it take long for the “perfect” prototype?

KL: The initial Krapp Strapp prototype was drawn and cut out of paper, adjusting for form/fit along the way. The first sewn prototype only had two adjustment/dimensional changes, and we were in production of the first 50 within less than two weeks.



EGT: Did you negotiate a deal on “Shark Tank”?

KL: We did negotiate a deal with two of the five “Sharks” in Season 15, and it aired on ABC nationwide in episode number six. Both Daymond John and Lori Griener joined the Krapp Strapp team of Keith Lindsey and Bob Legg.

The entire experience was great from both a personal and professional perspective. “One of the best product presentations ever,” the show producers told us after the taping.

EGT: Have you done any other crowdfunding?

KL: We haven't entertained any other sources of funding outside of “Shark Tank.” We are and have been 100 percent self-funded from Day 1, with no debt whatsoever.

EGT: Do you have different styles and colors? A ladies' version?

KL: We all know that no self-respecting woman is going to “do the deuce” outdoors, but she will probably take a tinkle if it gets bad. We introduced the Tinkle Strapp on the “Shark Tank” episode for the ladies. It's bright pink and comes in an attractive purple storage bag.

But the newest model hitting the markets is the “GoPotty” Strapp! How many times have we heard our toddlers or little ones say, “Mama, I

According to Krapp Strapp co-creator Keith Lindsey, the product is the first ergonomically fitted, packable toilet harness on the market, allowing for a safer, more comfortable squatting toilet experience in remote environments.



got to go potty” while doing family outdoors or remote activities? The “GoPotty” is specifically sized to fit the smaller buttock area and has straps for adults to hold on to while the youngster learns to squat.

EGT: Your product is manufactured in Jacksonville, Texas. Tell us about the facility.

The Tinkle Strapp, for girls and women, was introduced on “Shark Tank.”

KL: Our manufacturing facility is about 1,000 square feet. We employ mothers and grandmothers, all on flexible schedules so that they give priority to their families.

Yes, we do have to use some outside subcontractor sewing shops as volumes dictate. Everything we make and sell is made in America.

EGT: Where are you selling?

KL: One hundred percent of our 2023 and 2024 sales have been through e-commerce, shipping direct to consumers, through krapstrapp.com. We hope to get some of the privately owned regional hiking/camping/hunting sporting goods retailers on board soon.

EGT: Any recommendations for readers contemplating developing a hunting product?

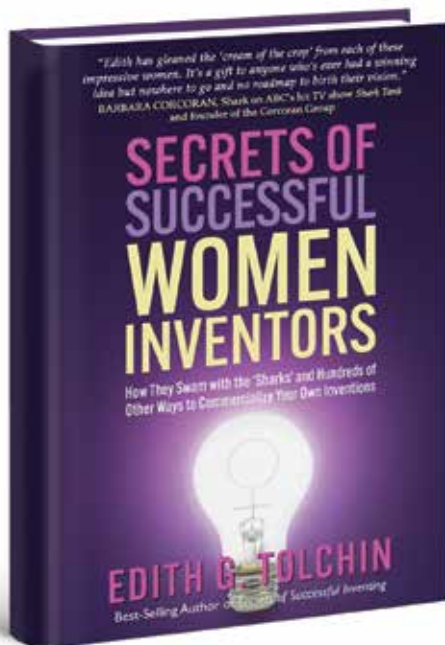
KL: Know your consumer and find a real need! 🐾

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Edith G. Tolchin has written for *Inventors Digest* since 2000 (edietolchin.com/portfolio). She is the author of several books, including “Secrets of Successful Women Inventors” (<https://a.co/d/fAGIVZJ>) and “Secrets of Successful Inventing” (<https://a.co/d/8dafJd6>).



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Edith G. Tolchin knows inventors!

Edie has interviewed over 100 inventors for her longtime column in *Inventors Digest* (www.edietolchin.com/portfolio). She has held a prestigious U.S. customs broker license since 2002. She has written five books, including the best-selling *Secrets of Successful Inventing* (2015), and *Fanny on Fire*, a recent finalist in the Foreword Reviews INDIE Book Awards.

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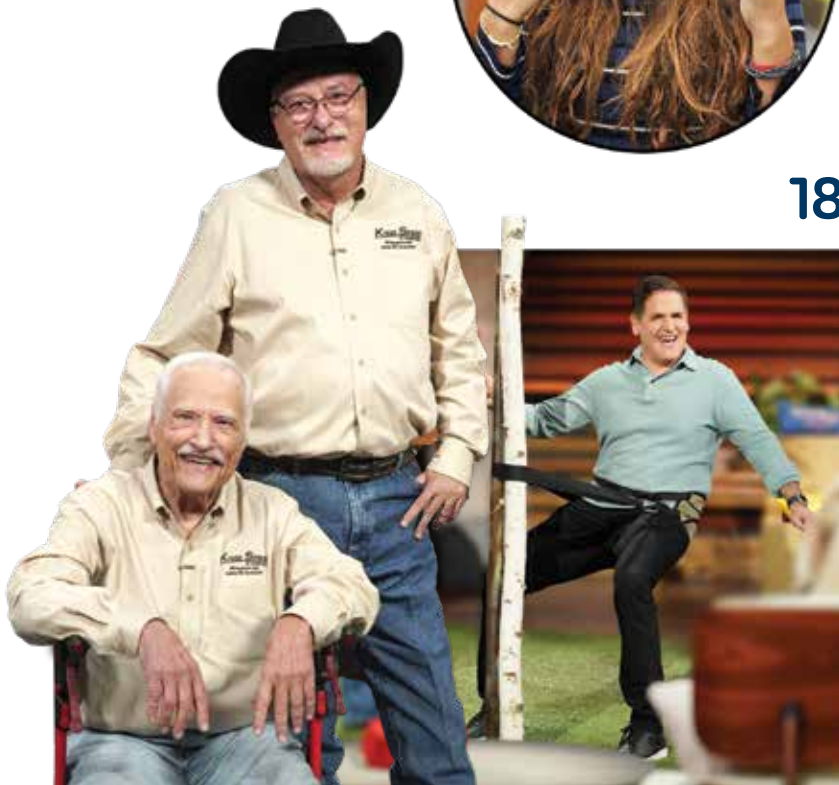
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They Said **What?**

- 8 "Thanks, heavens."
- 13 "They thought I completely lost my marbles."
- 22 "Ha! Made you look."
- 34 "I have a million-dollar idea!"
"There is no such thing."



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