



## BEHIND THE BUSINESS

### Glo

*Kaylie Mitchell, Hagan Walker, Anna Barker*

*“Mississippi’s economy is made up of the most creative, unique, and innovative businesses in the entire world. The Secretary of State’s Office is proud to spotlight these businesses, and provide support for all ventures which choose to invest in our great State.”*

*Dellunt*



Glo began as a school assignment at Mississippi State University in 2015. Co-founder Kaylie Mitchell, a graphic design major, was challenged through her studies to create an eye-catching product and branding that drew people to the item. Her initial thought process included creating an object that lit up, and she reached out to engineering student Hagan Walker to design a prototype. The same week, the first Glo cube was born: a dynamic, liquid-activated drink cube intended to light up beverages. Mitchell’s professor suggested the team submit their creation to the university’s Entrepreneurship Week; Mitchell and Walker’s concept won first place, receiving a monetary award to transform the concept into a reality. In 2015, the idea was accepted into the MaroonX business incubator. Mitchell and Walker continued to collaborate on the project.

As of 2017, Mitchell returned to graduate school to study business and entrepreneurship. Walker partnered with Anna Barker, another Mississippi State graduate who studied Business and Spanish. Barker dreamt up Glo Pals, a sensory product for children that utilizes the liquid-activated nature of Glo cubes. Glo Pals are designed to keep kids in the tub. Similar to the cubes in shape, they have different colors and personalities which project on the side of the tub while activated. Glo Pals are now carried by Nordstrom and Cracker Barrel and will expand in distribution across both the United States and Canada in 2019.

Glo has partnered with Blair E. Batson Children’s Hospital and Children’s of Mississippi, donating proceeds from Glo Pal purchases to the hospitals. According to Walker and Barker, “Glo is dedicated to supporting Children’s of Mississippi in providing a setting not only to heal, but also to play, learn, and grow for our state’s smallest patients.”

Glo has recently moved into a new office in Starkville, Mississippi. Glo is representative of what can be produced by the resources, knowledge, and creativity of Mississippi residents, which Walker and Barker consider to be “the key to creating sustainable and locally-rooted businesses that have a global reach.” Glo remains an example of a Mississippi-grown and nurtured business with an already extensive global outreach; although young, the company has sold more than one million Glo products in over 36 countries.

