

Personal Bio

**Michael
Insalaco**



I've had almost every job, from manual labor laying asphalt, working in restaurants, hotels and hospitality, to finally, corporate work as a CPA for a leading global firm and finally, prior to this venture, as a securities attorney for a leading global investment manager - none truly satisfying as I always dreamed about inventing and building a business based on my inventions. Then the Sleek Socket idea came to me, by chance, immediately following unexpected brain trauma and recovery from related brain surgery.

Several years ago, I unexpectedly experienced a hematoma (i.e., a ruptured blood vessel) within my brain. At the hospital ER and after an immediate MRI test, the ER doctor said that he could not discharge me because he discovered something troubling in my brain. I sank, because when I was in grade school, my uncle was diagnosed with inoperable brain cancer at the same age and died just 6 just months later. The disappointment I felt in the ER at that moment was beyond words. Very shortly thereafter, I underwent emergency brain surgery. Oddly enough, the idea for this product and the eventual business came to me during the long recovering from brain surgery and on bed rest. In particular, while on bed rest, day in and day out I stared at the tangled mess of ugly, bulky and unsafe plugs and cords hanging out of my bedroom wall outlet and thought, "there's got to be a better way!" Following my recovery, I built a prototype of the idea that became my company's flagship product, applied for patent protection and promptly began working on product designs and designing the custom machines to produce this product. From the beginning, I knew this idea was a winner and I put literally everything I had into the idea, lifesavings, time and all the effort and energy I had. I ultimately founded this business based on an idea which grew into a success manufacturing company based in Houston. With all of our early success and acceptance in the market as a game-changing product, we are just getting started!

Business Bio

**Socket
Solutions,
LLC**



Starting and running this company has been a roller coaster, with failures that have almost derailed and ended the company, but ultimately determination that lead to break-through. As Winston Churchill stated, "success is not final, failure is not fatal; it is the courage to continue that counts." And so that has been our mantra.

Guided by the fact that the electrical outlet has remained unchanged for over a century - it's unsafe, it's unsightly and inconvenient - we set out to redesign and reinvent the electrical to completely conceal the underlying outlet, as well as bulky plugs and cords, while mitigating fire hazards from pinched plugs and cords and while creating an aesthetic benefit. After many designs, we achieved that goal. Turning that idea and goal into multiple U.S. and foreign patents, culminating with a rapidly growing business; safeguarding toddlers and pets from accessing and chewing dangerous electrical cords; creating jobs; and creating and products that customers enthusiastically tell us have made a difference in their lives by providing the exact solution they've been seeking for a while; and hearing from parents and pet owners that our child proofing products have kept their toddlers and pets – all that has been extraordinarily rewarding.

There have been many challenges, mostly unexpected, including our original mold maker defrauding us out of a high six figure investment, about 2/3 of the company's start-up capital, to buy our initial steel molds from which our products are made. That event was a major setback by about 18 months and almost sunk the company before it launched its first product. Then came the failed UL safety certification based on our original designs and after an expensive and lengthy review process. But we didn't quit, we went "back to the drawing board", redesigned our products and ultimately obtain safety certification in the U.S. and Canada in 2018; a huge milestone for our company as without UL safety certification, there was no business to be had for an electrical product. In just under 4 years of selling history, we've become the "#1 Best Seller" in our broad category on Amazon and amassed over 25,000 customer reviews with a 4.7 out of 5 product rating on Amazon. Selling close to 50,000 units per month on Amazon alone, the Sleek Socket brand is still widely unknown, yet poised to become the new standard in every home and office.