



Meet Riley . . .

My name is Riley Giaque. I am in the seventh grade at Sullivan Middle School in Fargo, North Dakota. My invention is the EZPUCK. When I was in fourth grade I had the opportunity to participate in Marketplace for Kids. I have always been somewhat of an entrepreneur and always very interested in learning more about business. I knew that Marketplace for Kids was for me.

I was determined to invent a product to showcase. I just wasn't sure what that product was going to be. My dad suggested that I solve a problem and keep it simple. So that is exactly what I set out to do.

I have a passion for hockey. I love to watch hockey, but most of all I love to play hockey. And in order to be really good at hockey you need to practice. One day I was practicing my stick handling when I got an idea. You see, I would always try to stick handle around pucks and cones, but that never really worked because they would always tip over or slide around. I would get so frustrated. That is when I came up with my invention.

I needed to figure out how I could get something simple to remain stationary on the ice so that I could practice my stick handling. It took a lot of thinking, asking questions, and many prototypes, but before long I had the perfect solution. With help from my dad, we designed a product that would allow hockey players of all ages to improve stick handling and puck control. We created the only product on the market that remains stationary on the ice. A product that is easy to throw in a hockey bag and set up in a desired pattern in less than 30 seconds. And best of all EZPUCK is fun to play around with.

After many prototypes my invention was complete and just in time for me to showcase my invention at my school and at Marketplace for Kids. I was very excited about my invention, because I knew that it was something that everyone could actually use to improve their hockey skills. While at Marketplace, people asked me if my product was for sale. Others told me that I should patent my idea. After talking with my parents, my dad took me to visit Michael Neustel, who is a patent attorney in Fargo. Mr. Neustel was very helpful and encouraging. He gave me some suggestions and helped me write up my patent pending. He filed my patent pending and I was on my way.

Marketing was next. We knew that it would be very important to create a website (www.ezpuck.com) in which the entire world could view my product, become educated on how my product worked, and then have the ability to order directly from my website. We chose to incorporate video on my website so that every hockey player could see exactly how my product worked. We also incorporated various drills for the convenience of coaches and players. Also, we included testimonials.

I have sold my EZPUCKS throughout the United States, Canada, Germany and New Zealand. I have my EZPUCKS for purchase on my website (www.ezpuck.com), through Scheels All Sports, Play It Again Sports, and in various outlets such as Hockey Giant.com, HockeyShot.com and IceWarehouse.com. People are very satisfied with my product. We provide very good customer service and usually ship the product within 12 to 24 hours.

I just recently developed a specific skillpad shooting board which is predrilled for use with the ezpucks. It works great for dry land training or just warming up your hands before a big game.

Creating a product and starting a business has been a good experience for me. I am grateful that Marketplace for Kids encourages young people like myself to be creative and entrepreneurial. Thanks, Marketplace for Kids! And for all the kids out there, I would tell you that you can basically do anything you want to do if you believe in yourself and have the desire to succeed. Just whatever you do, don't give up!!