

Newly launched Aurora business tackles finding a 'found it' feeling



By Brock Weir

James Daigle wants you to find your own 'found it' feeling?.

The local entrepreneur behind MyDaigo, a company producing small transmitters to keep track of valuables like cell phones and computers, opened this month at Apple Suites on Industrial Parkway South. Now working at the flexible office space, they are working on a Kickstarter campaign to get the company off the ground and, in turn, secure valuables monitored on a small fob on a key ring.

'My phone is critical and when I go to the park with my kids playing soccer, the most critical point was when I dropped my phone while playing with my son in the field,' says Mr. Daigle. 'We were walking home, and I had the transmitter set at 100 feet. I walked away, it started beeping, and I found that 'found it' feeling.'

The 'MyDaigo' product was initially rolled out by James' father, who noticed while working out in the fields in Alberta that co-workers were continually losing track of their all-important cell phones and tools. Looking for a way to make this a thing of the past, he started doing research, quickly had the patent process underway, and then it was up to his son to take the ball and run with it.

'I came in to take this where it needed to go,' he says.

MyDaigo uses its own transmitter and receiver, so you can have the transmitter in your pocket or on your key ring to keep track of your valuables rather than relying on tracking software on cell phones or Blue Tooth devices.

'That makes a lot of sense, considering half of us lose our cell phone or laptop every month,' says James. 'You can leave this turned on 24 hours a day, seven days a week, for over six months without having to change your battery. You can also use it to help find your misplaced item by setting the receiver at shorter distances so your valuable is within 10 feet of you.'

'The shortest setting is about five feet, and that is more of an anti-theft that you would have on your purse and you would be alerted in a restaurant. The mid-range is about 50-60 feet, but it depends on your surroundings for radio frequency. The highest range is 120 feet. We don't want people to get too much further with that because you are already in your car and gone before you realise it is back there. We want you to be alerted before you get to your car or the bus stop.'

While the company is based in Aurora, prototypes for the unobtrusive devices which stick onto the bottoms and sides of the particular valuable in question, are currently being made in Mississauga, Oakville, and Toronto. Once they reach their Kickstarter

campaign goals, they plan to move mass production to China via a company in Markham.

Indeed, mass production is their ultimate goal with this Kickstarter campaign. People interested in 'crowd sourcing' this project, can find it at www.kickstarter.com and potential backers for any dollar figure can contribute for certain perks. A \$30 contributor, for instance, will receive one of the first MyDaigos once they start rolling of the line in December.

'Our goal is \$30,000 and that will complete our certification, our testing, and the beginning stages of mass production,' James told backers, partners, and Mayor Geoffrey Dawe at the company launch this month. 'If we are successful by the holidays, we will all be carrying MyDiagos and protecting our valuables.'

Currently, however, there are some limitations to the product. One MyDaigo currently will only cover one valuable per transmitter. The reason for this, says James, is battery consumption and the more transmitters that are connected to one 'beeper' the more battery is drained. They are working, however, with engineers to look at ways of getting algorithms just right to make multi-device transmitters.

They are also looking at wider applications, including special cases for electronic devices with the MyDaigo built right in, as well as partnering with groups such as the Alzheimer's Society of Canada and various community groups working with adults and children with intellectual challenges, to provide an extra level of security in keeping track of the people they work with.

For more information, visit www.mydaigo.com.