

3 the BIG idea

As a mother of three and a former junior high biology teacher, Rebecca Davidson has purchased her fair share of markers. And as the wife of an entrepreneur, she is always on the lookout for a great idea.

"When I was teaching school, the lost marker caps drove me crazy," the Orem resident says. "As a mom, it's the same thing. I buy a pack of markers and a week later they're dry."

With the marker mess constantly nagging her, the idea of the Cap Trapper was born. Rebecca calls it a simple solution for a universal problem.

"It's kind of a 'duh' idea," she says. "It's easy enough that anybody can understand and relate to it. It's a unique design so it grips caps of any size and any shape. It makes markers more efficient, it prolongs their lives, and it provides portability — you can throw it in your purse or put it in the car."

With her prototype perfected and her patent pending, Rebecca ordered her first lot of packaged Cap Trappers. And then she started blogging.

"I started connecting with all these mom blog sites, since there are tons that review products," she says. "It's been exciting, because everyone who sees it loves it."

And though her products are selling and being met with rave reviews, Rebecca says she still doesn't feel like a business owner.

"I just feel like a mom who had an idea," she says. "I think it's so useful, and I want to share that with other people."

Rebecca shares her story and sells her marker-saving Cap Trappers at savvymaycreations.com and on Amazon.com.



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