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Portland lawyers become inventors, now they hope Kickstarter funders will back the \$75,000 production costs

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By  **Molly Young, The Oregonian**
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Bryan Churchill and Jamie Daigle enlisted local design shop Fuse to help them create a functional iPad case they call the Clutch. Now they hope Kickstarter funders will help back its production costs.

The iPad has revolutionized the way Portland lawyers Bryan Churchill and Jamie Daigle do their jobs. As they worked together on a case last year, they started discussing how to make the tablet even more functional in the courtroom.

"We said, there's got to be a better

way to hold this," Churchill said.

Churchill created a cellophane tape prototype by the end of the day. The pair never stopped refining it. And in the process, they launched their first venture.

Working with Portland product design shop **Fuse**, they created the Clutch, an iPad case with a rotating handle that doubles as an easy way to prop the tablet up.

They backed the upfront costs, then **turned to Kickstarter last month.**

The Clutch

An iPad case with a handle that doubles as a stand.

Founders: Bryan Churchill and Jamie Daigle, DC Mobile Design

Goal: \$75,000

Pledged: \$4,930, as of Friday afternoon

Backers: 50

Days to go: 9

In Churchill's words: "We're pretty excited about the opportunity of having such a wide marketplace – and having the Apple iPad be so successful. We only need a half- or one-percent market share, and we'll be extremely successful."

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
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"This is a 45-day anxiety attack," Daigle said a few weeks after the launch.

Find it: kck.st/shVKF1

They tallied all of the project's costs: tooling molds, casting parts, shipping products. It added up fast.

Their final goal: \$75,000. Less than two weeks from their deadline, they still had \$70,000 to go. "We wanted to be real upfront about what it costs to make this," Daigle said. "If we hit an artificially low goal, and hit the goal, then we're squeezed."

They plan to move forward regardless, tapping retirement savings to make the Clutch a reality if crowdfunding doesn't come through. They've already talked with some corporate clients who are interested in the system. And they're excited about its broad market potential.

"We believe in the project so much, that we think if we move forward, eventually we'll be able to recoup the business," Daigle said.

Nine days remain for their Kickstarter campaign. Whether or not it's funded, they're glad they took the chance.

"It is surreal," Churchill said. "You're part of a large group of people that are attempting to use a vehicle to make whatever their dream is a reality."

--Molly Young

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 **antec** January 08, 2012 at 8:26AM [Follow](#)


I'm not the spelling and grammar cop, because I make errors all the time, but isn't it "inventor" and not "invention"?

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**danhortsch** January 08, 2012 at 9:44AM **Follow**

Yes, antec, it is indeed "inventors," and not "inventers."

Reply **Post new** Inappropriate? **Alert us.****thin_ice** January 08, 2012 at 1:50PM **Follow**

I wouldn't even expect journalists to be perfect spellers (or is it spellors?) though they should be better than the rest of us. But all software seems to have spell-check these days, even email software. Why wouldn't the journalist's software have it?

Reply **Post new** Inappropriate? **Alert us.****wsbtown** January 08, 2012 at 3:20PM **Follow**

The misspelling and allowing it to have remained in the story and the headline of this online story is odd. Different issue, but curious, is why the Oregonian, instead of a single, longer, in more depth story chose to post three very similar stories by the same writer Molly Young, within one minute of each other.

I did enjoy and appreciate reading this story about entrepreneurs funding the realization of their ideas into products through crowdfunding. Though I might have run across the term before, possibly because I'm not reading tech blogs, this story actually is the first to have brought crowdfunding to my awareness.

Reply **Post new** Inappropriate? **Alert us.****widen26** January 08, 2012 at 6:59PM **Follow**

I'm going to invent a computer program that will automatically checks the spelling of anything typed into a computer. Maybe fund it through kickstarter and sell it to the O.

Reply **Post new** Inappropriate? **Alert us.****occupy city parks** January 08, 2012 at 9:39AM **Follow**

Wow, I guess Occupy overlooked these guys.

This is not Occupy's message of doom and gloom: "They plan to move forward regardless, tapping retirement savings to make the Clutch a reality if crowdfunding doesn't come through. They've already talked with some corporate clients who are interested in the system. And they're excited about its broad market potential."

Reply **Post new** Inappropriate? **Alert us.****mphdowntown** January 08, 2012 at 9:52AM **Follow**

Kickstarter has the potential to be revolutionary. I deal with a lot of people in the game business (roleplaying games in particular) and Kickstarter has been a real help as a way to get financing to publish games that are more esoteric or unique than the Dungeons & Dragons/Pathfinder style. (For those unfamiliar with the field, which is probably most of you, Pathfinder is an independent successor to the previous edition of D&D -- Hasbro came out with a new one two years ago that is radically different from previous versions --by a different company that has taken the industry by storm.)

If you have to raise enough money to make a print run for your game without having to go through an establish publisher, Kickstarter seems to be the way to go.

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fustigator January 08, 2012 at 10:19AM

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Do you guys even run these headlines through a copyeditor? "Inventers?" When you have a mistake like that in a headline, I cringe at the mistake that might be in the actual story. Fix it.

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stephcra January 08, 2012 at 10:51AM

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What a great idea, giving money to lawyers so that they can be even more rich! How about I jab my eyes out with a hot poker first?

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zacharys January 08, 2012 at 11:29AM

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How do you know these guys are rich? Many lawyers make under \$60k a year and half make under \$110k. That's hardly chump change, but I guess different people have different definitions of "rich".

Doesn't matter in the first place, as making a pledge on Kickstarter doesn't give any money to anybody. It's simply making a commitment to pay for a product once the necessary funds have been raised to start producing it.

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stephcra January 08, 2012 at 12:59PM

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You are absolutely right. I was misspoke in giving the impression that the problem was rich people. Entrepreneurs are part of what this country great and create innumerable jobs.

What I should have said is that I would rather be forced to hang out in a bar in the Pearl listening to hipsters talk about the latest Modest Mouse album than give a penny to the evil, soulless ghouls that make up the army of the damned known as lawyers.

Hope that offers a little more clarification.

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zacharys January 08, 2012 at 1:52PM

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Yes, your clarification is appreciated - but I would like to point out that success in this venture may encourage them to leave their godforsaken profession.

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stephcra January 08, 2012 at 3:55PM

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My friend, if there is one thing about lawyers as sure as their souls being black, it is that when one lawyer goes away, 10 more appear to take its place. As long as there is suffering in the world there will be those who attempt to profit off that suffering. I especially love it when lawyers say "Everyone hates lawyers until they need one". Lawyers are only necessary because the current legal system is so arcane and indecipherable that normal people cannot defend themselves. No one "needs" a lawyer. It's forced upon us.

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Gatone January 08, 2012 at 1:48PM

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"Portland Lawyers"? Are these guys on Public Payroll and work for the City?

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thin_ice January 08, 2012 at 1:52PM

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Re-phrase it: "lawyers who work in Portland." Was that so hard?

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