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SPECTRUM NEWS

Kirsh Helmets receives \$1 million from investors.



By Jackson Wang
Spectrum News

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SCHENECTADY, N.Y. -- After years of prototypes and testings, Jason Kirshon and Donny DeVito pre-launched a motorcycle helmet earlier this year. Kirshon says the light and small design make the 'Kirsh Helmet' the safest helmet in the world.

"By shrinking the helmet and making it more effective, we've alleviated 400 percent or so of the rotational forces that are incurred on an angular acceleration," said Kirshon, Kirsh Helmets' chairman & CEO.

Made with patented silicone technology, it decreases the impact during crashes. DeVito says the early sales have been good, and this week, the company took another big step forward. On Tuesday, they announced the company has received more than \$1 million from investors.

"We're using that money to be able to grow our manufacturing to meet the growing demand," DeVito said.

Along with increasing production, the money also gives Kirsh Helmets the capital it needs to start expanding marketing efforts across the country. The company has also been in contact with the NFL about its technology. The company will learn in September if a grant will be given to it to start creating prototype helmets for the league.

See the Spectrum News video here:

<http://www.twcnews.com/nys/capital-region/news/2017/07/25/kirsh-helmets-receives--1-million-from-investors-.html>



By Lexi Nahl

News 10
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Local startup looking to revolutionize the helmet industry



SCHENECTADY, N.Y. (NEWS10) – A local startup based in in Schenectady is focusing on motorcycle safety and their efforts could help prevent traumatic brain injuries or death.

The local cofounders of Kirsh Helmets have patented components that could revolutionize impact technology.

"The consumer doesn't like to wear helmets," says Jason Kirshon, co-founder and CEO of Kirsh Helmets. "They're too bulky and uncomfortable."

When he set out to invent a new motorcycle helmet, Jason's top priority was to keep riders safe on the roads.

"I was attending a bike rally in Laconia in 2008, and approximately 100,000 bikers drove by in front of me where only one of them was actually wearing a helmet, and that guy was on a moped," says Kirshon.

Kirsh Helmets designed a brand new helmet built to reduce traumatic brain injury and death. But the helmet isn't just practical; the sleek design is the smallest Department of Transportation approved helmet on the shelf.

"Customers, the riders, are looking for something that's comfortable and low profile," says Co-founder and president of Kirsh Helmets, Donald DeVito. "That's what this helmet is able to do and give them without sacrificing safety."

Kirsh is now touring the country at numerous bike shows after raising over one million dollars in initial investments, a business model that all began at the New York Bizlab.

"We kicked off our fundraising with the virtual fund in the Bizlab," says DeVito. "And from there we established support, and then we were able to quickly close the round."

When asked why theirs is a million dollar idea, Kirshon replied, "Well, it's actually probably a billion dollar idea."

Kirsh Helmets is already working on developing helmets for athletes, and even say they have a top secret project in the works.

See the News10 video here:

<http://news10.com/2017/07/26/local-startup-looking-to-revolutionize-the-helmet-industry>