

HEAT GENIE

HOUSTON - The Houston Angel Network (HAN) is pleased to announce an investment in HeatGenie. HeatGenie has pioneered a self-heating technology that integrates into consumer packaging and substantially changes how we will consume hot foods and beverages on-the-go. HeatGenie provides consumers with a small, push-button heating device that can heat a product (e.g. coffee, soup) from room to serving temperature in 90 seconds. The funding by HAN members will be used to accelerate research, development, marketing, initial product launch and exposure.

Time-pressured consumers are clamoring for on-the-go convenience and the time savings of a no preparation and no cleanup heating solution.

“The investment was positive and will assist a Texas-based company in advancing its technology with the potential for increasing Texas employment in the future,” said HAN member and investor Rob Tucci. “HeatGenie benefited from the raise in terms of continuing research, development, and marketing efforts. It is likely that within the next few years, we will see a very viable and commercially valid technology applied to consumer products, such as soup and coffee, that will allow the consumer a warm meal at improved cost and convenience.”

HeatGenie CEO Brendan Coffey speaks highly of his experience with the Houston Angel Network. “The advantage of HAN is that they follow through and have a good process for bringing deals in, screening them, and getting them ready to present,” says Coffey. As a result of the raise, Coffey said, “We expect to be doing a few million units by the end of next year. It ultimately becomes proof of concept for our product. From there it is just a matter of scale.”