

Glo, a company rooted in Starkville, Mississippi, began its journey when Hagan Walker and Anna Barker, students at Mississippi State University, delved into entrepreneurship with the guidance of the MSU Center of Entrepreneurship and Outreach. Their collaboration with the Mississippi Small Business Development Center dates back to 2016, during Glo's inception and product development phase. Over the years, this relationship has evolved and flourished, marking significant milestones in Glo's growth trajectory.

In 2018, with the official launch of Glo, their partnership with Chip Templeton, the current RISE Center Director, solidified, marking a pivotal moment in Glo's journey. The Mississippi SBDC's support proved instrumental as Glo expanded its operations, navigated challenges, and seized opportunities. Anthony Cambas, the Statewide Manager for International Trade at the RISE Center, provided invaluable assistance in expanding Glo's international footprint, facilitating export initiatives, and enhancing market diversification.

Initially, Glo gained traction with its innovative product, Glo Cubes, a liquid-activated light-up drink accessory, which resonated well with bars and restaurants across the United States. However, it was a heartwarming encounter in 2017 that sparked a profound shift in Glo's trajectory. A customer shared how Glo Cubes had become a source of comfort and sensory stimulation for her son, a 4-year-old with autism, during bath time. This touching narrative inspired the development of Glo Pals, a line of sensory products designed to nurture imagination, support development, and encourage learning through play.

Since then, Glo Pals have garnered widespread acclaim, with over 4 million units sold in 36 countries. The products, available in 1,400 retailers across North America, have resonated deeply with consumers, especially within the autism community. Building on this success, Glo forged a groundbreaking partnership with Sesame Workshop, the nonprofit organization behind Sesame Street, to create an exclusive line of Glo Pals featuring beloved Muppet characters.

The collaboration, launched in April 2021 with Elmo and Julia, Sesame Street's first autistic Muppet, exemplifies Glo's commitment to inclusivity and social impact. By amplifying Sesame Workshop's "See Amazing in All Children" initiative, Glo aims to foster a world where every child is seen, valued, and loved. As Glo prepares to expand its Sesame Street line to include characters like Abby Cadabby, Big Bird, and Cookie Monster, its journey continues to be guided by innovation, purpose, and the unwavering support of partners like the Mississippi SBDC.