

Meet Your Entrepreneur



Colleen Costello is the co-founder of Vital Vio. She has a degree in biomedical engineering with a minor in technological entrepreneurship from Rensselaer Polytechnic Institute (RPI), in Troy, New York. Colleen has been interested in many things and has worked on projects in clinical and healthcare research, engineering, biochemistry, product development, management practices, and opportunity analysis. One of the things she likes so much about running her own business is that she gets a chance to do lots of different things.

We all know that light is required for life, as both plants and animals need light for vitamins and energy, but did you know that light can also kill? Many harmful bacteria are sensitive to wavelengths of light that are harmless to plants and animals (including humans). Imagine killing the germs in your bathroom with a flip of a switch instead of a bucket and chemical cleaners? Colleen and Vital Vio are commercializing a revolutionary innovation in light that can cause a 99.9% reduction in harmful bacteria such as MRSA, E. coli, Salmonella, and many others, while at the same time providing an everyday light source that is harmless to humans.

