



Jose Rodriguez

Tasium: Made With Brotherly Love

By Rachel Andersen

MEET JOSE RODRIGUEZ JR., THE MAN BEHIND TASIUM, A COMPANY THAT CREATES FIDGET INFUSED APPAREL GEARED TOWARDS PEOPLE WITH AUTISM AND ADHD.

About

Jose Rodriguez Jr. is a freshman at Babson College in Massachusetts, and also the big brother of Joel Rodriguez. Joel has asperger's and, ever since they were children, Jose has always made a conscious effort to help Joel overcome the hurdles that come with being autistic. From teaching his brother what sarcasm is to attending his IEP meetings, he has always helped.

This remained true even throughout their high school years. As a junior in high school, in efforts to develop a business for his Entrepreneurship class, Jose created Tasium, in honor of Joel.

Tasium creates fidget infused apparel geared towards people with autism and ADHD. The company gives a solution for families with loved ones on the autism and/or ADHD spectrum, who need an outlet for their anxiety and or hyperactivity.

Accomplishments

A few of Jose's greatest accomplishments are successfully graduating high school, obtaining a full scholarship to Babson College, overcoming poverty, winning the NFTE national business plan competition in 2020, and being named one of *People* magazine's "Teens Changing the World".





Inspiration

Jose is inspired every time he receives a picture of a family wearing Tasium's clothing, followed by an email expressing how much the product has helped their family—there is often mention of anticipation, how they can't wait for Tasium to design more apparel.

Goals

Jose's current focus is to come up with an entire line of fidget infused apparel and accessories. "I have so many ideas and prototypes that I absolutely can't wait to bring to the market. I want to be able to aid the autism and ADHD community with fashionable clothing that helps their day-to-day life," says Jose.

One of his long term goals is to sponsor the Special Olympics, as it serves as an inspiration, not only to the autism and ADHD community, but the entire special needs community.


Advice


Jose offers this advice to families affected by autism: "Be patient with your loved ones. At the beginning, when you first learn about the diagnosis, you can find it really difficult to support your loved ones, especially when you don't know how to understand what they are experiencing. Nevertheless, being patient will provide you with the extra cushion of time to learn from your child."

Contact

If you would like to stay up to date with Tasium, join their quarterly newsletter at www.tasium-worldwide.com. You will receive a coupon code to get 10% off your next Tasium order.

You can also contact Jose through social media and email:

 <https://www.facebook.com/Tasium.Worldwide>


 <https://www.instagram.com/tasium.worldwide/>

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Rachel Andersen is a Writer and Copyeditor for [Autism Parenting Magazine](#) and is the Author of [Where Hope Begins: Decoding Depression for You and Your Loved Ones](#). Rachel lives with her husband and three children, two of whom have special needs. She hopes to be an encouragement to other parents and families through her work in the special needs community.

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