

InnovateHer 2016 SBDC at Wright State University Competition Winner

Winning Individual: Mollie Verdier

Company Name: BTS LLC

Product Name: Therapals.com

Company Address: 1254 State Route 589, Sidney, Ohio 45365

City, State and place of Incorporation: Sidney, Ohio

Product/service website: www.therapals.com

Telephone # of project lead: 937-726-9988

Email address of project lead: therapals@live.com

Therapals is an online therapeutic approach using video modeling for families with special needs children that also provides a social platform to promote friendship and entrepreneurship among like-minded peers. Therapals matches children up across the world based on their interests, abilities and disabilities and then we call on those same children to teach other kids who are just like them a skill that they have mastered.

Submitted by:

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Five applicants participated in our competition.

BTS LLC Business Plan



An Extraordinary Network for Exceptional Children

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Value Proposition

Therapals is an online therapeutic approach using video modeling for children with special needs and it provides a social platform to promote friendship and entrepreneurship among like minded peers.

Executive Summary

BTS LLC is an innovative start-up company that provides therapeutic and educational interventions through video modeling for children with special needs across the world by means of its online program, Therapals.com. Therapals encourages the child to increase self-awareness, self-esteem and promote generalization of skills through peer to peer teaching via video and real-time online interactions. Through Therapals children learn and teach how to master a skill and in addition are able to connect globally for friendship and support with children with similar abilities and disabilities.

Therapals goal is to provide parents with the tools they need to help their children develop academic skills, proper behaviors, life and entrepreneurial skills, positive attitudes and relationships from other like minded children in an affordable way. Many families are restricted geographically and economically and struggle to afford therapy services for their child or they are unintentionally underserved in the school systems. Therapals is an academically, socially and therapeutically motivated website geared to improve a child and their families overall social well being and connect them to resources that can provide them with affordable opportunities to master life skills so they can live as functional, independent, and successful members of society.

Therapals is an online therapeutic approach to learning using video modeling for children with special needs and it also provides a social platform to promote friendship, practice social skills and encourage Peer to Peer learning. The integration of Therapals' video library into the home is a way for academic, therapy professionals and parents to come together as a team and promote the learning of the fundamental skills for speech, fine motor, gross motor, behavior skills, and life skills without having to be the expert in the field, all from the comfort of their own homes.

Therapals pay it forward approach to learning recognizes that the child is indeed the expert on their disability and that the way they complete academic ,social or life tasks can be taught and is sought after by others who too share in the disparity of disability and economic distress. Therapals program encourages the child to become the teacher after they have mastered a skill, which in turn helps to maintain their skill and increase confidence, self worth and it promotes an entrepreneurial mindset at the youngest of ages in a niche that has a 40% unemployment rating after the age of 21. One of the most challenging components of learning with those with disabilities is the ability to generalize skills across individuals and environments in an affordable and effective manner that facilitates a positive change in the recipient of the lesson. Therapals provides that common ground for families through video and real time interactions with like minded peers whose sole purpose is to learn new skills and give back to others who are just like them.

Objectives

Therapals objectives are as follows:

- Acquire capital necessary to form teams to identify and serve underprivileged families and children
- Launch Therapals app 3 months later
- Hire Sales Reps to acquire schools to introduce program to families whose children do not qualify for traditional therapy services in the schools.
- Hire Implementation Specialists to start program and target areas of poverty, high incidence of special needs and school districts with low funding for special education.
- Goal of over 100 Base Packages implemented within 4 months

Mission

Therapals uses video modeling to promote skills, learning, and entrepreneurship. Therapals also provides a social platform for friendship. Therapals is similar to an adaptive Facebook that meets Match.com for finding children friendships. We match children across the world based on their interest, abilities and disabilities. We then call on those same children to make therapeutic videos for children with their same disability who are looking to learn a skill that they have already mastered.

With the advancements in our education and healthcare system, sound research has evolved with the implementation of video modeling for children with disabilities. Scott Bellini & Jennifer Akullian, in 2007 published research literature that suggests that video modeling and video self-modeling are effective interventions for working with children and adolescents with autism spectrum disorders. In addition, video modeling has been endorsed as an evidence-based practice by the National Professional Center on Autism Spectrum Disorders. Video modeling is a way for children with autism or other learning disabilities to learn skills that will help them reach their life goals. The importance of self-efficacy is supported by the research of Albert Banduras and his Self-Efficacy Theory. Children with disabilities often have low self-esteem, fewer friends and after the age of 21 and estimated 40% of those with special needs will not enter the workforce (American Institute on Research).

Company Summary

BTS LLC, is a company founded upon the goal of helping special needs children. It is organized as a Limited Liability Corporation.

Company Ownership

BTS LLC, is owned by:

Mollie Verdier: Founder

Nathan Verdier: Partner

Company Location

BTS LLC, is located in Sidney, OH and currently located at the residence of Mollie and Nathan Verdier

Start-up Summary

BTS LLC, to date, has solely been funded by personal funds in the amount of \$65,000. An outside investment of approximately \$200,000 is sought to further develop the online program, release app, increase market awareness, and implement the program.

Products and Services

Services

Parents will be offered Base Package of a monthly subscription of 5.99, which includes access to over 100 videos, rewards system and Friendship platform.

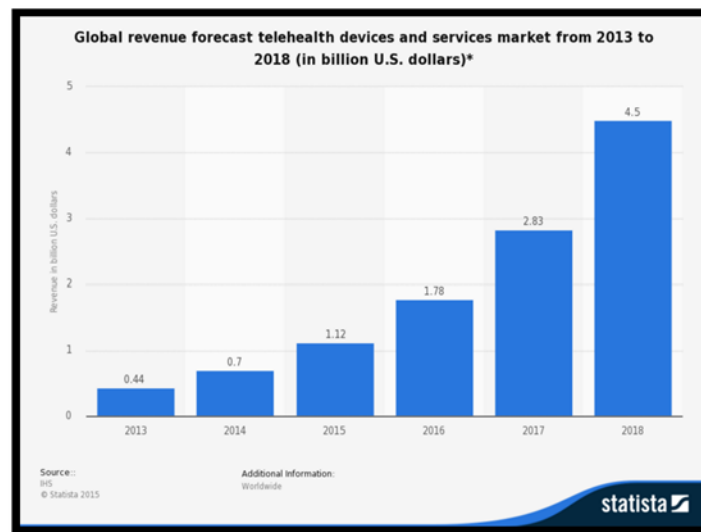
Future Projected Services

BTS will provide schools with a supported 3 tier system on Therapals.com; Tier 1: Base package-1 year subscription at 250.00 including 1 teacher with 50 students, access to over 100 videos, custom/standard assessments, IEP data tracking, reward system and social platform. Tier 2: Peer 2 Peer learning, real time, and custom video sessions. Tier 3: Online therapy sessions with Licensed Professionals. This will also include the Friendship platform.

Market Analysis Summary

Therapals.com offers video modeling which is a branch of E-learning and Telehealth with real time interactions via peer to peer learning. The Global E-Learning market is estimated to be at \$243.8 billion by 2022. Key factors that are favoring the market growth are flexibility in learning, low cost, easy accessibility, increased effectiveness by animated learning and escalation in number of internet users. The Telehealth Market is expected to be worth more than \$34 billion by the end of 2018 which is a 14% growth from 2013(see 3.2 a).

Table 3.2a

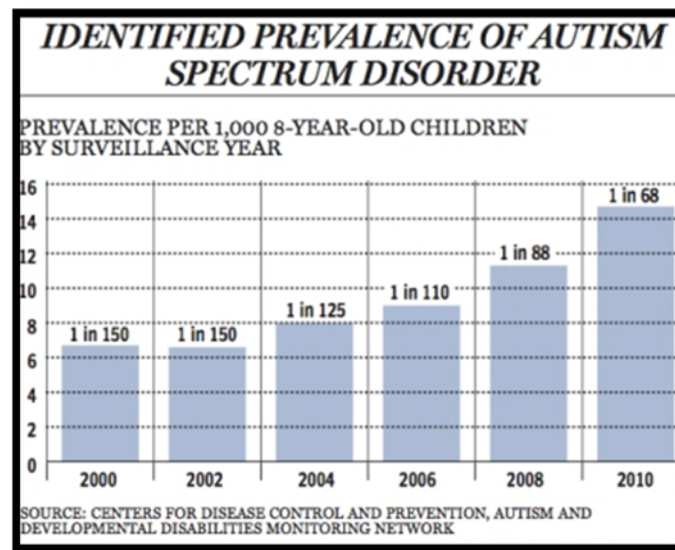


Market Need

The environment in which those with Autism and other learning disabilities are being educated in has changed significantly over the last decade with an increase in alternative forms of education being pursued by many special needs families especially in rural areas. In 2014 50 million children attended public schools, 5 million children attended private schools, 3 million children were home schooled. An estimated 6.5 million children received special education services, and millions more did not receive services that were needed due to decrease in funding for special education and low availability of qualified therapeutic professionals in their geographical region.

There were approximately 12 million single parent families in the US in 2014, more than 80% of those families were headed by women. 17.4 million children were raised without a father, 45% of those children lived below the poverty level, 22% had no access to healthcare despite the initiatives by the Affordable Care Act. For those with healthcare, the majority of plans did not cover speech, occupational or physical therapy for children. There are approximately 450,000 children in Foster Care System and 61% of those children test positive for Developmental delays. The prevalence and diagnosis of autism has increased by 119.4 percent from 2000 (1 in 150) to 2010 (1 in 68). ([CDC, 2014](#)) (see 32.b).

Table 3.2b



Target Market Strategy

In 2013 the E-learning industry was a \$51 billion dollar business. The average out of pocket expense for Occupational, Physical or Speech Therapy is an average of 150.00 per hour. E-learning services are booming as health care benefits are decreasing. Our marketing strategy will focus on schools with low funding and we will have an online presence through social media specialist to target parents in need of resources, mommy bloggers, home schooled parents, support networks and online learning academies.

Competition

Competitive Analysis

While there are other companies offering friendship services, they do not offer friendships based on disabilities, personal likes or dislikes. There are also companies that offer educational videos, but none offer videos done by children who teach children. They do not offer the option for a child to teach another child to succeed by way of video modeling.

- Rethink Autism: www.rethinkfirst.com - Children learn through video modeling how to perform a task from like minded peers. Rethink Autism is focused on teaching parents and educators how to teach the task to the child with autism.
- Model me Kids: App for social skills for Autistic children
- Social Express: www.thesocialexpress.com : Social Express teaches social skills solely through animated characters. Therapists provides children with a 3 tiered program for generalization of social skills- Video modeling to teach, Social network to practice through keyboarding, and Skype like technology with Peer 2 Peer learning program to give conversation starters during real time interactions on line.
- Presence Learning: Presencelearning.com: Children learn solely from therapeutic professionals on Presence Learning.

Competitive Analysis Chart

	Therapals	Rethink autism	Model me Kids	Social Express	Presence learning
Pricing	5.99/mo	59.00/mo	29.95/video or cd	4.99/mo	Online pricing not available
Social interaction	<ul style="list-style-type: none"> • Peer to peer • Parent to parent • Parent to professional 	NONE	NONE	NONE	Live interaction with professional therapists
Sensory breaks available to increase focus	Yes over 45 available	NONE	NONE	NONE	NONE
Video Modeling	<ul style="list-style-type: none"> • Peer to peer with kids with same disability • Professional to peer • Real-time interactions peer to peer 	Parent or professional watches video then teaches child skill	Social skills videos	Animated social skills videos	TeleHealth professional to child

Strategy and Implementation Summary

Therapals will use Cleveland based connections through the Cleveland Leadership Center to enter into the Cleveland school system and to identify families in need. Therapals will utilize Occupational Therapists and other Healthcare professionals to target families in need that have not qualified for services in a clinic or school setting. Therapals will target insurance companies to include Therapals as a part of a Healthcare plan to serve those whose plan does not cover traditional Services. Once the program is implemented an additional sales rep will be hired. Once additional targets are acquired, Therapals will hire additional Implementation Specialists.

Competitive Edge

Mollie's experience in the school system as a Pediatric Occupational Therapy Practitioner and her contacts with numerous therapists across the country through her position on the American

Occupational Therapy Association Board of Directors, will give her the knowledge to understand what is needed at the school level and how to implement it. Mollie is also the mother of 5 children whom have all had a special need throughout the years and she has close ties to Autism support groups, home schooled families and those who have been afflicted by poverty.

Marketing Strategy

Therapals currently has over 450 users and will target special needs groups and sites to obtain new users. Social Media Specialists will be hired to achieve the goals. Therapals is currently seeking outside sources to market the program and is currently targeting Cleveland City Schools. Therapals marketing plan will include presenting at conferences, tradeshow, SEO/ Social media, Sales forces, E-blasts and cold calling.

Sales Strategy

Sales reps will be hired to further target cities and rural communities with high number of special needs children. Columbus and Cleveland Ohio are ranked in the top 10 for major cities in the US for highest percentage of special needs children. Strategies will be cold calling, email blasts, newsletters and online webinars.

Sales Forecast

Therapals.com forecasts 100 additional subscriptions in first 3 months after implementation. Sales expectations are included in budget worksheet

Milestones

- Therapals plans to add 100 users within the first 4 months and add 10 videos per month.
- Therapals plans to form local teams of educators, healthcare professionals and parents regionally across Ohio in the first 6 months
- Therapals plans to create local and regional “Therapals Ambassadors” for users to join to help promote face to face interactions at the State level with online users of the program after 1st year.
- Therapals plans to add a program director during 2nd year

Management Team and Gaps

Therapals is in need of people to work in several positions:

- Social Media Specialist

Marketing Director

- Sales Rep
- Program Manager

Management team

- Mollie M. Verdier: Pediatric Occupational Therapy Practitioner, Board of Directors to American Occupational Therapy Association, Advisory Board to Ohio Occupational

Therapy Association and Southpaw Enterprises. Owner of BTS LLC, Inventor of the Togo and Therapals.com.

- Maryanne Ryno Vrabel: School psychologist since 1984. Special education teacher prior to graduate school for school psych. Diplomat status with American Board of School Neuropsychology.
- Stephanie J Buehler- MOT,OTR/L: Pediatric Occupational Therapist, certified in Interactive Metronome, Therapeutic Listening and expert on Sensory Processing disorders.
- Nathan Verdier: Financial Consultant. Owner of VA Investments, NV Farms Inc, partner Verdier Farms Inc. and BTS LLC.

Board of Directors

- Tricia Mckenzie: OTR/L owner of Startdot handwriting
- Michelle Turner: Michelle Turner is a professor, Ph.D. student, and educational surrogate parent for foster children with IEPs (2003-Present). Served on school (2006-2013) and disabilities (2002-2012) boards.
- Ann Grabeman: Parent Advocate, Past owner: Until they all have homes, Non- profit for international adoption of special needs children
- Betsy Stiffler: SLP, early intervention and school age.

		Month	Start-Up Costs	1	2	3	4	5	6	7	8	9	10	11	12	Total Year 1
Projected Sales																
Cost per Parent/Basic Package	\$5.99			25	50	75	125	150	280	400	500	600	650	700	750	4305
Cost per Parent/Premium Package	\$10.99			4	10	20	30	50	70	88	109	137	171	214	267	1169
Professional Development	0.00%		0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ordinary Income																
Parents			\$ -	\$ 194	\$ 409	\$ 669	\$ 1,078	\$ 1,448	\$ 2,447	\$ 3,358	\$ 4,197	\$ 5,097	\$ 5,772	\$ 6,541	\$ 7,427	\$ 38,636
Professional Development	\$2,500		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
		Total Income	\$ -	\$ 194	\$ 409	\$ 669	\$ 1,078	\$ 1,448	\$ 2,447	\$ 3,358	\$ 4,197	\$ 5,097	\$ 5,772	\$ 6,541	\$ 7,427	\$ 38,636
Expenses																
Payroll																
Sales Rep Commission	0%		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Director (Mollie)	10%			\$ 19	\$ 41	\$ 67	\$ 108	\$ 145	\$ 245	\$ 336	\$ 420	\$ 510	\$ 577	\$ 654	\$ 743	\$ 3,864
		Total Payroll Costs	\$ -	\$ 19	\$ 41	\$ 67	\$ 108	\$ 145	\$ 245	\$ 336	\$ 420	\$ 510	\$ 577	\$ 654	\$ 743	\$ 3,864
Marketing																
Conferences				\$ 500	\$ 500	\$ 500				\$ 500	\$ 500		\$ -	\$ -		\$ 2,500
Social Media Lead Gen.				\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,000
Salesforce			\$ -													\$ -
		Total Marketing Costs	\$ -	\$ 1,000	\$ 1,000	\$ 1,000	\$ 500	\$ 500	\$ 500	\$ 1,000	\$ 1,000	\$ 500	\$ 500	\$ 500	\$ 500	\$ 8,500
Operations																
Accounting		\$50		\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 600
Development Costs																
	20 Videos	\$1,000	\$ 20,000													
	15 page front-end Website Development	\$4,500	\$ 4,500													
	Back-end website development/App	\$ 25,500	\$ 25,500													
		Total Operating Costs	\$ 50,000	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50,600
		Total Expenses	\$ 50,000	\$ 1,069	\$ 1,091	\$ 1,117	\$ 658	\$ 695	\$ 795	\$ 1,386	\$ 1,470	\$ 1,060	\$ 1,127	\$ 1,204	\$ 1,293	\$ 62,964
		Break Even	\$ (50,000)	\$ (50,876)	\$ (51,557)	\$ (52,005)	\$ (51,584)	\$ (50,831)	\$ (49,179)	\$ (47,208)	\$ (44,480)	\$ (40,443)	\$ (35,799)	\$ (30,462)	\$ (24,328)	
		Cash Flow (original Investment \$100,000)	\$ 50,000	\$ 49,124	\$ 48,443	\$ 47,995	\$ 48,416	\$ 49,169	\$ 50,821	\$ 52,792	\$ 55,520	\$ 59,557	\$ 64,201	\$ 69,538	\$ 75,672	
		Net Ordinary Income	\$ (50,000)	\$ (876)	\$ (682)	\$ (448)	\$ 421	\$ 753	\$ 1,652	\$ 1,972	\$ 2,727	\$ 4,037	\$ 4,645	\$ 5,337	\$ 6,134	\$ (24,328)

		Month	Start-Up Costs	1	2	3	4	5	6	7	8	9	10	11	12	Total Year 2
Projected Sales																
Cost per Parent/Basic Package	\$5.99			850	935	1029	1131	1244	1369	1506	1656	1822	2004	2205	2425	\$18,177
Cost per Parent/Premium Package	\$10.99			325	358	393	433	476	523	576	633	697	766	843	927	\$6,950
Professional Development	0.00%		0	0	0	0	0	0	0	0	0	0	0	0	0	\$0
Ordinary Income																
Parents			\$ -	\$ 8,663	\$ 9,530	\$ 10,483	\$ 11,531	\$ 12,684	\$ 13,952	\$ 15,347	\$ 16,882	\$ 18,570	\$ 20,427	\$ 22,470	\$ 24,717	\$185,257
Professional Development	\$2,500		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0
		Total Income	\$ -	\$ 8,663	\$ 9,530	\$ 10,483	\$ 11,531	\$ 12,684	\$ 13,952	\$ 15,347	\$ 16,882	\$ 18,570	\$ 20,427	\$ 22,470	\$ 24,717	\$185,257
Expenses																
Payroll																
Program Manager	\$1,500		\$ -	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$18,000
Director (Mollie)	10%			\$ 866	\$ 953	\$ 1,048	\$ 1,153	\$ 1,268	\$ 1,395	\$ 1,535	\$ 1,688	\$ 1,857	\$ 2,043	\$ 2,247	\$ 2,472	\$18,526
		Total Payroll Costs	\$ -	\$ 2,366	\$ 2,453	\$ 2,548	\$ 2,653	\$ 2,768	\$ 2,895	\$ 3,035	\$ 3,188	\$ 3,357	\$ 3,543	\$ 3,747	\$ 3,972	\$36,526
Marketing																
Conferences				\$ 500	\$ 500	\$ 500				\$ 500	\$ 500		\$ -	\$ -		\$2,500
Social Media Lead Gen.				\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$9,000
Salesforce			\$ -													\$0
		Total Marketing Costs	\$ -		\$ 1,250	\$ 1,250	\$ 750	\$ 750	\$ 750	\$ 1,250	\$ 1,250	\$ 750	\$ 750	\$ 750	\$ 750	\$11,500
Operations																
Accounting		\$300		\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$3,600
Development Costs																
	Additional 20 Videos	\$1,000	\$ 20,000													
	15 page front-end Website Development	\$0	\$ -													
	AdditionalBack-end website development	\$ 10,000	\$ 10,000													
		Total Operating Costs	\$ 30,000	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$33,600
		Total Expenses	\$ 30,000	\$ 2,666	\$ 4,003	\$ 4,098	\$ 3,703	\$ 3,818	\$ 3,945	\$ 4,585	\$ 4,738	\$ 4,407	\$ 4,593	\$ 4,797	\$ 5,022	\$80,376
		Break Even	\$ (30,000)	\$ (24,003)	\$ (18,476)	\$ (12,092)	\$ (4,264)	\$ 4,601	\$ 14,608	\$ 25,371	\$ 37,515	\$ 51,678	\$ 67,513	\$ 85,186	\$ 104,882	
		Cash Flow	\$ (30,000)	\$ (24,003)	\$ (18,476)	\$ (12,092)	\$ (4,264)	\$ 4,601	\$ 14,608	\$ 25,371	\$ 37,515	\$ 51,678	\$ 67,513	\$ 85,186	\$ 104,882	
		Net Ordinary Income	\$ (30,000)	\$ 5,997	\$ 5,527	\$ 6,384	\$ 7,828	\$ 8,865	\$ 10,007	\$ 10,763	\$ 12,144	\$ 14,163	\$ 15,835	\$ 17,673	\$ 19,696	\$104,882

		Month	Start-Up Costs	1	2	3	4	5	6	7	8	9	10	11	12	Total Year 3
Projected Sales																
Cost per Parent/Basic Package	\$5.99			2668	2934	3228	3551	3906	4296	4726	5199	5718	6290	6919	7611	\$57,046
Cost per Parent/Premium Package	\$10.99			950	1045	1150	1264	1391	1530	1683	1851	2036	2240	2464	2710	\$20,315
Professional Development	0.00%		0	0	0	0	0	0	0	0	0	0	0	0	0	\$0
Ordinary Income																
Parents			\$ -	\$ 26,420	\$ 29,062	\$ 31,968	\$ 35,165	\$ 38,681	\$ 42,549	\$ 46,804	\$ 51,485	\$ 56,633	\$ 62,297	\$ 68,526	\$ 75,379	\$564,969
Professional Development	\$2,500		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0
		Total Income	\$ -	\$ 26,420	\$ 29,062	\$ 31,968	\$ 35,165	\$ 38,681	\$ 42,549	\$ 46,804	\$ 51,485	\$ 56,633	\$ 62,297	\$ 68,526	\$ 75,379	\$564,969
Expenses																
Payroll																
Program Manager	\$3,500		\$ -	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$42,000
Director (Mollie)	10%			\$ 2,642	\$ 2,906	\$ 3,197	\$ 3,516	\$ 3,868	\$ 4,255	\$ 4,680	\$ 5,148	\$ 5,663	\$ 6,230	\$ 6,853	\$ 7,538	\$56,497
		Total Payroll Costs	\$ -	\$ 6,142	\$ 6,406	\$ 6,697	\$ 7,016	\$ 7,368	\$ 7,755	\$ 8,180	\$ 8,648	\$ 9,163	\$ 9,730	\$ 10,353	\$ 11,038	\$98,497
Marketing																
Conferences				\$ 500	\$ 500	\$ 500				\$ 500	\$ 500		\$ -	\$ -		\$2,500
Social Media Lead Gen.				\$ 650	\$ 650	\$ 650	\$ 650	\$ 650	\$ 650	\$ 650	\$ 650	\$ 650	\$ 650	\$ 650	\$ 650	\$7,800
Salesforce			\$ -													\$0
		Total Marketing Costs	\$ -		\$ 1,150	\$ 1,150	\$ 650	\$ 650	\$ 650	\$ 1,150	\$ 1,150	\$ 650	\$ 650	\$ 650	\$ 650	\$10,300
Operations																
Accounting		\$300		\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$3,600
Development Costs																
	Additional 20 Videos	\$1,000	\$ 20,000													
	15 page front-end Website Development	\$0	\$ -													
	AdditionalBack-end website development	\$ 15,000	\$ 15,000													
		Total Operating Costs	\$ 35,000	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$38,600
		Total Expenses	\$ 35,000	\$ 6,442	\$ 7,856	\$ 8,147	\$ 7,966	\$ 8,318	\$ 8,705	\$ 9,630	\$ 10,098	\$ 10,113	\$ 10,680	\$ 11,303	\$ 11,988	\$146,247
		Break Even	\$ (35,000)	\$ (15,022)	\$ 6,183	\$ 30,005	\$ 57,203	\$ 87,566	\$ 121,410	\$ 158,584	\$ 199,971	\$ 246,490	\$ 298,107	\$ 355,331	\$ 418,722	
		Cash Flow (original Investment 100,000)	\$ 65,000	\$ 84,978	\$ 106,183	\$ 130,005	\$ 157,203	\$ 187,566	\$ 221,410	\$ 258,584	\$ 299,971	\$ 346,490	\$ 398,107	\$ 455,331	\$ 518,722	
		Net Ordinary Income	\$ (35,000)	\$ 19,978	\$ 21,206	\$ 23,821	\$ 27,198	\$ 30,363	\$ 33,844	\$ 37,174	\$ 41,386	\$ 46,520	\$ 51,617	\$ 57,224	\$ 63,391	\$418,722

It is with great pleasure that we submit Mollie Verdier, owner of BTS LLC, to participate in the SBA's InnovateHer 2016 Competition. Mollie was chosen by the SBDC at Wright State University as our local winner because we felt that the service provided through their website, Therapals.com, strongly met all the criteria outlined in the competition rules. Our selection method was a two stage process which involved a business plan review and a pitch to a panel of three judges.

Impact on Women and Families

Mollie demonstrated that Therapals.com provided measurable impact on the lives of women and families. They provide a service by which families can find affordable help for children with special needs in a variety of ways. Through a subscription based service, children can access videos teaching them to master skills which are as varied as tying shoes, and learning how to overcome speech difficulties (such as pronouncing the letter R). This service can reduce costs and help alleviate the worry and strain on mothers and families struggling to help their children learn skills and maintain friendships despite their special needs.

Several aspects of Therapals.com make it unique and impactful, one of which is allowing children who have mastered a particular skill to become the teacher, and produce their own teaching video (all of which are vetted by appropriate professionals before posting to the site). This has two benefits – children often learn better from other children – especially from a child who has experienced similar difficulties; and as most people who have taught know, teaching others is the most effective tool for understanding and retaining knowledge themselves.

Therapals.com also provides a way for children with similar abilities and disabilities to connect, providing much needed opportunity to interact on a social level. Often children with special needs are made fun of and Therapals.com can give them a chance for esteem building social interactions.

Another way that Therapals.com provides impact is by involving parents (and teachers) in the process. They are given access to the logs and history of the child's use of the site, their feedback is used to determine the need for additional videos, and they can interact with each other for support if they choose.

Potential for Commercialization

Therapals.com has a demonstrated potential for commercialization. Currently the site has over 450 users acquired mainly through word of mouth. This should translate into exponential growth as more and more customers share and recommend the service. Plans are underway to expand into schools, develop an app and begin to market into rural areas where services are sparse.

There is also a trend in the nation toward telemedicine which should help to make people more comfortable with the idea of accessing services online.

Fills a need in the Marketplace

Mollie's impetus for starting her company was to solve a problem in her own family. Her daughter, who had speech difficulties, didn't meet the criteria to receive services through her school. This impairment was having a huge effect on her self-esteem and performance at school and the family found that paying

for private services on their own was extremely burdensome financially. Mollie came to the realization that this was a problem shared by many families so she worked on a solution that would benefit others dealing with the same issues.

As Mollie spoke to our panel of judges, it became apparent that there is unquestionably a market for a service of this type. Her presentation struck a chord with our all-female panel because they all had first-hand experience with the difficulties associated with finding help for children with special needs and varying levels of developmental delays.

In conclusion, BTS LLC, through their site Therapals.com, provides women and families cost effective resources to help their children with varying degrees of special needs overcome skill mastery, social interaction and self-esteem challenges. This results in improvement in the lives of not only the individual child, but the entire family. This service has demonstrated potential for commercialization and is moving forward to increase their reach. Currently the company utilizes the services of volunteers in a variety of professional areas and with increased income the company will be able to hire these volunteers and others, increasing their economic impact in their community. Finally, there is a demonstrated market for Therapals services throughout the country which is increasing; diagnosis of autism spectrum disorder and other special needs has increased over the past decade while funding for special education has decreased.

This business truly impacts the lives of women and families and is a strong candidate for the InnovateHer 2016 challenge.

Sincerely,

A handwritten signature in black ink that reads "Kim Woodbury". The signature is written in a cursive, flowing style.

Kim Woodbury
Interim Director
Small Business Development Center at Wright State University