

SBA *InnovateHER*
2015 Innovating for Women Business Challenge

NOMINATION

Name: Dr. Lorri Riley
Doctor of Podiatric Medicine

Company name: J1 Industries, LLC

Product/Service Name: J1 Insoles

Company Address: 1410 North Avenue Suite 1
Spearfish, South Dakota 57783

Place of Incorporation: South Dakota

Product/Service website: <https://www.j1insoles.com>

You Tube: <https://www.youtube.com/watch?v=yAqYJshvGEQ>

Telephone: 605-641-5794

Email address: dririley@j1insoles.com

Host Organization: South Dakota Center for Enterprise Opportunity
SD CEO
1200 University Street, Unit 9511
Spearfish, South Dakota 57783
Submitted November 30, 2015

Designated POC: Helen Nesson-Merriman, Director,
SBA Women's Business Center

Direct Telephone: 605-642-6311

Email address: helen.merriman@bhsu.edu

Description of Product or Service: j1Insoles are a Medical Grade Over-the-Counter Arch Support that provides an affordable solution to Prescription Orthotics in two styles-the patented design for flat feet and the style for average/high arches-and are proven to provide relief of pain from Flat Feet, High Arches, Plantar Fasciitis, Heel Spurs, Shin Splints, Knee and Back Pain for children, adults, individuals with Down syndrome and potentially military personnel. Funding received from the *InnovateHER* competition would be used to initiate a University Research Study to provide research on the j1Insoles product value and to develop a Strategic Marketing Plan for the marketing of j1Insoles.