

## InnovateHER Challenge 2016

Winner: Trainer Engine

Host: WISE Women's Business Center, Syracuse, NY

Winning Individual	Michelle Kingman
Company Name	Trainer Engine
Company Address	235 Harrison Street, Suite 38, Syracuse, NY 13202
Place of Incorporation	New York State
Product/ Service Website	<a href="http://www.trainerengine.com">www.trainerengine.com</a>
Phone Winner	315-200-2544
Host	WISE Women's Business Center, Box #44 235 Harrison St. Syracuse, NY 13202
Designated POC	Alexandra Waterbury <a href="mailto:alwaterb@syr.edu">alwaterb@syr.edu</a> , 315-443-8634

### Summary

Heart disease is the #1 killer of women in America today. Exercise could change these statistics for the better but according to Sport England, the number one barrier that stops women from going to the gym is a fear of judgment. Only 15% of women in the US have gym memberships. Trainer Engine is the downloadable app to help women get fit in the comfort of their own home. It is virtual, personalized training, ready to change the health of millions of women, nationwide.