

December 2, 2015

U.S. Small Business Administration  
Women in Business Department  
Washington, DC

Dear Women In Business,

My name is Stephanie Franco of Diversity Solutions Marketing & Women Entrepreneur Resource Event. This is a letter of Support for Brittani Rettig, owner of GRIT in Dallas, Texas.

Brittani Rettig with GRIT Fitness was one of three participants that pitched their business in the InnovateHER Competition I hosted on November 23<sup>rd</sup>, 2015.

From the submissions I received, many met the requirements but failed to follow up and send the required documents. I was left with three in the end.

Based off the criteria for InnovateHER, I do believe and support the judge's decision to choose this winner. Besides an extremely well written business plan and executive summary sent, Brittani came prepared and showed passion in her presentation. She has consistent growth, new members, local/community support and her financial projections are within reason.

This new style of fitness brings in numerous ways to make income while still supporting the community. Each class has its own choreographed music that combines several types of fitness dances that change every month. The class with the lowest registration gets dropped and a new class is created, making it ever changing, diverse and constantly offering new services. Plus, she has social mixers with her clients where they can connect more outside of the studio.

Besides the studio, GRIT is building a large name for the company by contracting with large scale hotels, corporations and local public areas to have outside classes. Her play on "GRIT" applying to both physical and mental toughness, making the women strong in more than one area is adding to the bigger goal of women empowerment and self help. As a marketing and branding professional, this is a business that will be around for the long run because of its core values.

Brittani's extensive research to show how many young women in the United States (8 Million) are unhappy with their current gym membership is an alarming statistic. Her studies show that these women do not like the traditional gym model. Women want change, diversity, balance and fun. By creating a model that helps women fight the obesity epidemic which filters down to their families is such a brilliant idea.

The United States is going through an obesity problem and Brittani's story of overcoming obesity through her fitness journey shows that women can create a business off a personal accomplishment. InnovateHER proves that women small businesses can profit off something they are passionate about. Brittani is a prime example of that. She is outgrowing her current location and the funds available in this competition will go towards growing GRIT to help reach more women which impact families in the long

run and make healthier women. She is continuously changing it up, taking input from her customers/employees/trainers and being innovative in the process.

"My ultimate mission is to help women develop the mental grit needed to live their best lives. Learning to persevere through physical challenges teaches us to persevere through greater life challenges."

- Brittani Rettig, Owner of GRIT

I support her 100% and hope you would consider GRIT as one of the finalists for the 2016 InnovateHER Challenge. She's deserves the opportunity to showcase her passion in Washington D.C. next year.

Thank you for the opportunity to host an InnovateHER Competition once again.

Sincerely,

*Stephanie Franco*

(E-signature)

Stephanie Franco, MBA

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