



SBA Office of Women's Business Ownership
InnovateHER2016 Competition
409 3rd Street, S.W. Suite 6600
Washington, DC 20416
United States

RE: IL SBDC at the Joseph Center-Joseph Business School
Letter of Support for local competition winner
Kristy Dotson, TymPlates LLC

To the Judging Committee,

This is the first year that we participated as a local competition host and I must say that this year's event was very successful. We had over 50 aspiring and established entrepreneurs to participate. We selected 20 to submit their business plans and our competition culminated in a live pitch for the top ten on Friday, November 20th.

The top ten competitors covered a wide spectrum of products and services in the areas of education, financial services, home accessories, nutrition and technology apps. The winner Kristy Dotson was chosen because the judging panel determined that her product best fulfilled the mission of this competition.

Product Name: TymPlates

TymPlates is the brand behind the patented TymPlates Nutrition System and the TymPlates for Kids Nutrition System. Both systems are cutting-edge, educational products that use four primary colors to teach adults and children how to eat healthy without having to count calories or weigh food. The cornerstone of each kit is a portion-control dinner plate, created to serve as one's "template" for optimal eating.

TymPlates is leading the charge on the disruptive concept of "metabolic profiling" – or eating the right foods in the right portion sizes for your unique, genetic body type. This revolutionary concept of customized nutrition is not a component of typical one-size-fits-all dietary programs on the market, but is captured in the adult kit and is what distinguishes TymPlates in the nutritional arena.

Impact: The American Dream has always included the desire to raise a family and provide a better life for them. One of the basic requirements is to be healthy. Over 57% of women are in the workforce, 74% work full time and 70% are raising children. Obesity is a major issue in this country along with the rise in the number of people diagnosed with diabetes. We believe that having a product that will make healthy meal choices not only simple but customized to each member of the family would have major impact.



Commercialization: First, TymPlates products are fully developed. Unlike typical diet programs on the market, we believe that the TymPlates Nutrition System will be successful because it is not a diet program nor is it a “one-size-fits-all eating regimen. The patented system includes **Metabolic Profiling** - or customized nutrition. It takes into consideration the fact that one’s genetics play a major role in their dietary requirements. Customers of TymPlates first take an on-line assessment to determine their “metabolic profile” (Protein Profile, Carbohydrate Profile or Mixed Profile). They are then provided with their matching TymPlates system.

Each system has a customized Profile Plate which has food compartments that are sized specifically for that particular metabolic profile, along with customized educational materials. With this system, portion control - is achieved through use of the color-coded sections on the plate. Consumers are to place food within the boundaries of the colored sections. It also focuses on glycemic indexing - eliminating foods that trigger an increase in blood sugar, thus contributing to diabetes as well as proper food combining - combining food groups appropriately for best digestion and assimilation of nutrients.

Market: With all of the documented research on diet and disease, both holistic health practitioners, as well as more traditional medical professionals, have come to agree that next to exercise, diet is a major factor that contributes to chronic disease, yet is also the single most controllable factor. A need exists to fill the void and provide consumers with useful information and applicable tools on how to utilize proper nutrition as a means of health maintenance and disease prevention.

According to the Center for Disease Control, the estimated annual medical cost of obesity in the U.S. was \$147 billion in 2008 U.S. dollars; the medical costs for people who are obese were \$1,429 higher than those of normal weight. Although this company has global appeal, the company will target the Chicago-land area as its initial market area. Chicago was previously identified as the fattest city in the U.S. for 2006, and according to data collected from 2001 Simmons NCS, Chicago is one of the top 20 pre-diabetic/diabetic markets. Both of these rankings support this market selection.

The primary consumer market will consist of men and women ages 19 – 65, who have a health challenge, are seeking to make a lifestyle change, or are interested in maintaining their current health status. This represents a population size of approximately 1.9 million people with a conservative market potential estimate of \$1,165,355.

Again, the competition during our competition was very tight but TymPlates, Kristy Dotson’s innovative approach to nutrition gained our full support.

All the Best,

A handwritten signature in purple ink that reads "Melissa Duff Brown".

Melissa Duff Brown
Director, IL SBDC at the Joseph Center
Joseph Business School