



Nomination Package: InnovateHER 2016

COVER PAGE

Winning Individual: Austin Clemens

Company Name: Austin Clemens

Product/Service Name: Troupe

Telephone Number: 805-448-6922

E-Mail Address: asclemens@gmail.com

Company Address: Washington, DC

Host Organization: Seton Hill University
1 Seton Hill Drive, Greensburg, PA 15601
Phone: 724-830-1049
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Point of Contact: Lyzona Marshall, Assistant Professor of Business

Product or Service Description:

Troupe is a women's active lifestyle brand that focuses on building community amongst women through fashion and fitness

Total Number of Applicants in competition: 15



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STATEMENT OF SUPPORT

It is an honor to submit a nomination for Austin Clemen's product, Troupe, as an entry for the InnovateHER 2016 Business Challenge competition. This submission is submitted as an example of a product and service that will impact the lives of women that are concerned with their overall health in a supportive community.

Troupe, a women's active lifestyle brand that focuses on building community through fashion and fitness, offers an appropriate solution to meet the challenge criteria. For instance, the health focus of Troupe supports the increased desire of women to live more healthy lives. While the development of the coordinating activewear offers great potential for commercialization. Finally, this product fits in the marketplace for health accountability and community support. Preliminary research suggests that women respond well to change to healthy lifestyles when they feel connected or accountable. Troupe offers the ability to connect through fashion while working towards a healthy lifestyle.

We look forward to the submission of Troupe to the next round of consideration.

Respectfully Submitted,

A handwritten signature in black ink that reads "Lyzonna Marshall".

Lyzonna Marshall

Assistant Professor of Business