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*South Dakota Center for  
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SBA *InnovateHER* Competition  
Heather Z Young, PMP  
Program Analyst, Consultant  
Small Business Administration  
Office of Women's Business Ownership  
Washington, DC

November 30, 2015

Dear Ms. Young and Distinguished Judges,

As the Director of the South Dakota Center for Enterprise Opportunity (SD CEO), the only Women's Business Center in South Dakota, and the host organization for the 2016 *SBA InnovateHER* competition, it is with great pleasure and respect that I place in nomination Dr Lorri Riley, Doctor of Podiatric Medicine, with her innovative product: **j1 Insoles**. Dr. Riley has dedicated her life and has the passion to help as many people as possible so they won't have to suffer with pain and discomfort like she did. Please see below the justification why Dr. Riley and j1insoles was chosen as the winner of the South Dakota competition.

j1 Insoles, a medical grade Over-the-Counter arch support, was developed by Dr. Riley, manufactured in 2012 and issued a federal patent in June 2014 for insoles for flat feet. j1 Insoles provide an affordable solution to prescription orthotics and are proven to provide relief from flat feet, high arches, plantar fasciitis, heel spurs, shin splints, knee and back pain.

See the j1insoles website at [www.j1insoles.com](http://www.j1insoles.com) and/or the You Tube video:  
<https://www.youtube.com/watch?v=yAqYJshvGEQ>

Twenty-five (25%) of the population is born with flat feet and another 10-15% develops flat feet as the arch starts to collapse due to weight, physical activity and poor shoes. The actual number of people who could benefit from having arch supports for flat feet is possibly as high as 40% in adults. In the adult sizes, approximately 55% of the sales of J1insoles are for flat feet. Over 90% of j1 juniors sold are for flat feet. In addition to these potential customers, there are four targeted audiences j1 Insoles will pursue: athletes, people with Down syndrome, children and women.

Dr. Riley's nephew has Down syndrome and thus, she has a strongly invested interest with the Down syndrome community.

Dr. Riley has been interviewed for a nationwide TV show that started airing in November 2015 and recently was asked by Amazon to sell j1 Insoles on the Amazon website.

J1 Industries, LLC is also positioning itself to take j1 Insoles to the next level including the goal to place j1 Insoles into major retailers, colleges, and the military. Government contracting to the military, Veteran Administrations, federal, state and local governments is an area that J1insoles can potentially market to. The government provides OTC arch supports to their employees, but again only the average arches but not the ones for flat feet. As a woman-owned business and with j1insoles being made in the USA, this highly increases the possibility of earning a government contract.



As a podiatrist for over 24 years, Dr. Riley has the background in what needs to be done to properly correct the problems with flat feet. As someone with flat feet, Dr. Riley has tried all the various OTC insoles that claim to work for flat feet and she has not found any that relieve the pain besides her own patented design of J1insoles. She understands the pain that a person can suffer from having painful feet, shin splints, knee and back pain. She understands the impact of having this pain on your daily life which can destroy the dreams of playing college sports, or simply going for walks, playing with your children or being able to have a job that requires you to work on your feet. Having pain reduces your activity level which is detrimental to your overall health and leads to weight gain.

While playing college basketball at the University of South Dakota, Dr. Riley injured her feet. She was born with flat feet, but the injury further collapsed her arches. She sought out over 20 doctors who mainly told her there was nothing that could be done with her flat feet, she had to live with the pain. Some made prescription orthotics that cost over \$300 (even back in the 1980s) which only made her feet hurt more. Dr. Riley did not want other people to go through the pain and discomfort she felt. She wanted to find a solution for flat feet that worked. Dr. Riley changed her major from being a math teacher to pre-med, went to podiatry school at Des Moines University and was involved in a surgical residency before starting her first solo practice in Spearfish, SD in 1992.

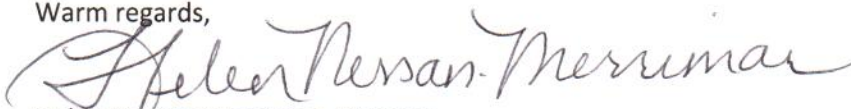
As the Fit Feet Podiatrist for Special Olympics South Dakota, Dr. Riley participated in the evaluation of athletes for the Healthy Athletes program at the Special Olympics USA competition in New Jersey in 2014 and the state games in South Dakota in 2015. She has given numerous talks to different organizations including the National Down Syndrome Conference in 2014, various local Down syndrome groups, pediatricians, chiropractors, physical therapists, nurses and in local communities.

j1 Insoles received 2<sup>nd</sup> place in the South Dakota Governors Giant Vision Award in 2012. Dr. Riley also received a 2012 Dakota Rising Fellowship Award for rural development entrepreneurs.

An experienced entrepreneur, Dr. Riley is passionate about solving the pain and discomfort for people of all ages with flat feet. She would use funding received from the *InnovateHER* competition to initiate a University research study to provide research on the j1 Insoles product value as it compares to other currently used products. Monies would also be used to develop a Strategic Marketing Plan for the marketing of j1 Insoles.

Based on the above brief information in addition to her attached Business Plan and Financial Projections, I feel Dr Lorri Riley meets and absolutely exceeds the Challenge criteria: j1 Insoles will have a measurable impact on the lives of women and families, is already demonstrating the potential for commercialization and truly is filling a need in the marketplace. Should she be chosen as one of ten finalists invited to travel to Washington, DC on March 17, 2016 for a live pitch competition, she is prepared to pay her travel costs.

Warm regards,



Helen Nesson-Merriman, Director  
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