

Statement of Support:



The Women's Business Center at the Women's Business Development Center (WBC at the WBDC) is pleased to submit the winner of our individual host competition for the InnovateHer Challenge. The winner of this competition is K9 Fit Club, LLC, based in Hinsdale, Illinois.

K9 Fit Club, LLC (K9 Fit) was chosen because their product and service has had a measurable impact on the lives of women and families. In 2016, the Center for Disease Control (CDC) came out with a report showing that the obesity rate among women had increased from 35% to 40%. As we know, women are the ones running most households and they often put the needs of others before their own. K9 Fit provides a unique health, fitness, and wellness platform that benefits both the dog owner and the dog. K9 Fit can help the entire family work towards living a healthier lifestyle. Also as part of their business model they license their programs for others to teach which has led to 90% of the licensees being women who have launched their business or expanded by including the programming or are generating additional personal income as trainers throughout communities across the country.

K9 Fit launched its initial location for research and development in Hinsdale, Illinois in August, 2012, with an online certification program in 2015 and a licensing model in April 2016. The business model has been carried out in phases. Phase I was rolled out as a B2B. K9 Fit sells licenses and a master training program, which generate license fees, program fees, membership, annual renewal fees, and retained sales. To date, K9 Fit has sold 40 licenses across the country and continues to grow. Phase 2 is B2C and is similar to the Peloton and Soul Cycle Fitness Models. The consumer will be able to either take classes in person or online at any time and any place through K9 Fit's "Gateway Center to Health" on demand studio. K9 Fit is currently seeking funding for Phase 2.

K9 Fit is the brain child of Tricia Montgomery, Founder and CEO. The idea was inspired by her Basset Hound named Louie. Like



so many Americans and their dogs, both Tricia and Louie were overweight. It was not until a visit with a veterinarian who spoke candidly with Tricia that she realized that her weight was detrimental to both her health and Louie's and that Louie's weight was harmful to him. As a result, Tricia set out on a weight loss journey with Louie at her side. The two lost a combined 134 pounds and this has changed their lives forever. Recognizing the need to battle obesity in people and pets not just in her own home, but across the country, the idea for K9 Fit was born. Tricia has worked hard to move this business forward she is a savvy entrepreneur with a passion for health and wellness. She has the management experience, has utilized the resources from the SBA partners such as SBDC, WBC and participated with our local tech incubator 1871. Most importantly her team and advisors have the experience to take the business to complete phase 2 and beyond.

The WBC at the WBDC InnovateHer Challenge committee received 15 submissions, and although there were many promising contenders, we ultimately decided that K9 Fit met all of the basic criteria as outlined in the SBA requirements, but more importantly K9 Fit embodies the InnovateHer Challenge. Through this model Tricia and K-9 Fit is not only helping the families and their canine get healthier but she is also helping other like-minded entrepreneurs to offer her programs and generate another revenue stream for local businesses.

We hope that you concur and find that K9 Fit meets your requirements for becoming a finalist for the InnovateHer Challenge 2017.

Sincerely,

Janice Lopez
WBC Director