



InnovateHER Challenge – 2016

Trainer Engine, Inc.

Winning Entry from the WISE Women's Business Center, Syracuse NY

To Whom It May Concern:

Please accept our concept-breaking entry into the 2016 InnovateHER Challenge! We are very excited to present Michelle Kingman, an energetic, articulate presenter and her team, who have spent countless hours in the ideation and development phases of an innovative concept for the advancement of women's health – Trainer Engine, Inc.

Statistically, heart disease is the #1 killer of women in America today. Exercise could change these statistics for the better but according to Sport England, the number one barrier that stops women from going to the gym is a fear of judgment. Only 15% of women in the US have gym memberships. Trainer Engine is the downloadable app to help women get fit in the comfort of their own home – with the help of an on-demand personal trainer. This product is virtual, personalized training, ready to change the health of millions of women, nationwide.

Here at the WISE Women's Business Center, when we see a new concept for business growth, we look for something built on a foundation of: need in the marketplace; stand-out selling points; a clear target market definition; and strong financials for revenue generation. Trainer Engine has all of these and more. As the product has evolved, Michelle and her developers have determined a B2C approach will be step one in their growth plan. With 85% of the market remaining to be discovered, potential for growth and income is tremendous.

We are not only supportive of the Trainer Engine product but also supportive of Michelle Kingman. Highly skilled in Toastmaster's style of presenting, Michelle makes her points with clarity and an appealing nature easy for those in funding circles or competitions to understand. In our Central New York competition, sponsored by our local Microsoft retail team, our judges chose Trainer Engine as a clear winner.



Regarding the potential for growth into other market segments, our population of unhealthy citizens is not only made up of adult women but children who could benefit from this at home unable to get transportation to gyms or recreation areas. As the White House and the First Lady has stated regarding her "Childhood Obesity Task Force, *"We want to marshal every resource – public and private sector, mayors and governors, parents and educators, business owners and health care providers, coaches and athletes – to ensure that we are providing each and every child the happy, healthy future they deserve."*

Trainer Engine can be the affordable, convenient way every American citizen, regardless of economic barriers can get and stay fit for the future.

We hope you will consider Michelle Kingman, Trainer Engine, your choice for the semi-final round in Washington, DC in 2016.

Sincerely,

Joanne M. Lenweaver, Director

WISE Women's Business Center