InnovateHER Challenge 2016

Winning Individual Michelle Kingman

Company Name Trainer Engine

Company Address 235 Harrison Street, Suite 38, Syracuse, NY 13202

Place of Incorporation New York State

Product/ Service Website [www.trainerengine.com](http://www.trainerengine.com)

Phone Winner 315-200-2544

Host WISE Women’s Business Center, Box #44

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Summary

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. It is virtual, personalized training, ready to change the health of millions of women, nationwide.