

Leader: Kris Roberts

Scribe: Kaitlyn West

Paste your About You paragraphs and pictures!



Howdy! My name is Sierra Garcia and I am a sophomore Communications major and am currently working towards procuring my social media certificate as well as a minor in economics. Since starting at Texas A&M in the fall of 2021, I have joined the Delta Zeta sorority where I have held multiple positions as well as been a Rosebud leader which helps to foster growth and networking within our new member classes. I am also a part of AggieAchievemates and serve as a peer mentor to the Achievestudents. I have become involved in my community by actively participating in The Big Event, Hoops for Hearing, and Crows for Cause. I am from a small town in East Texas known as Gilmer and I am the oldest of three siblings.

Email: Sierraxlee@tamu.edu

Howdy! My name is Kaitlyn West and I am a Sophomore Economics major currently getting my Masters in Financial Economics, specializing in Multinational Enterprises. Since starting at Texas A&M in the fall of 2021, I have joined the Delta Zeta Sorority where I have served as the Director of Budgeting, become a member of Women In Economics, and worked full time as a realtor. I have become involved within my community by serving in The Big Event, and holding fundraisers such as Crows for a Cause, as well as Hoops for Hearing. I advocate for the Hard of Hearing groups, and am fluent in both ASL and Spanish. I am a First Generation college student from Frisco, Texas, and am the oldest of my four siblings.



Email: kaitlynwest@tamu.edu

Howdy! My name is Kayla Sanchez and I am from Houston, Texas. I am currently a Junior, getting a bachelor's degree in Economics. Since starting at Texas A&M, I have been involved in organizations such as Delta Zeta, Women in Economics, Real Estate Aggies in Leadership, and

the Big Event. I have held a leadership position with the Collegiate Panhellenic Council as an Event Coordinator , where I organized and planned events in preparation for summer recruitment. I have also interned for Dearborn and Creggs Investments where I learned how to communicate and interact in a professional setting while also learning more about financial services. I am excited to continue my education at Texas A&M, as I am pursuing a Masters in Financial Economics! Email: kaylaisanchez@tamu.edu



Howdy! My name is Kris Roberts. I am a sophomore Technology Management major in the School of Engineering at Texas A&M. I will graduate with minors in cybersecurity and business. Outside of school work, I am an active member of Texas A&M's Cybersecurity club, the sustainable Agriculture Student Association, and the Episcopal Student Association. After graduation I intend to work as an information security analyst, and eventually a security systems administrator. Additionally, I am the owner, product designer, producer, inventory manager, and marketer for a small online business selling cross stitch designs and patterns. In my spare time, I enjoy watching movies with friends and learning how to cook.

Business Name: Infinity Hot
Business Address: 2000 East Century St.
Phone Number: (469)-400-0140
Business Email: infinityhot@hotmail.com

Business Outline

Business Description: Infinity Hot is a sole proprietorship that offers a full body sweat experience. It integrates a sauna into all of its pilates, yoga and cycling classes for customers

looking to get their sweat on! Infinity Hot offers high end equipment and hires trained instructors, who know how to motivate and customize their classes solely for the customer's body! This company fills the niche in the market serving women of all ages, a comfortable space to workout without any expectations!

Main Page:

Links - <https://www.livescience.com/what-is-hot-yoga> (link with increased flexibility, etc)
<https://www.pilatescentral.co.uk/history-origins-pilates/> (link with germany text)

Infinity Hot strives to create an empowering and uplifting feminine environment to improve the workout experience of those in our Highland Park community. We like to take it back to the roots, by offering genuine yoga, pilates, and more. Our instructor is certified in using techniques originating from Monchengladbach, **Germany** and is able to provide an authentic experience in our studios. We use innovative technology, such as infrared rooms heated at 105 degrees fahrenheit and top of the line equipment. Some of the benefits of the high temperature rooms in our studio include increased **flexibility, improved cardiovascular health, and reduced stress.** We strive to make exercise a sustainable habit within our studio by fostering a positive and encouraging environment. We not only offer one-of-kind classes, but also a loving community can be found inside the walls of Infinity Hot. Words of affirmations collected by employees, members of the community, and our very own Infinity crew can be found all around our studio to inspire our members to live a vibrant life.

Business Goals (list at least five goals)

- To build a community based business that strives to promote healthy lifestyles.
- To increase our membership to 100 members.
- To increase our social media following all platforms by offering promotion based gift certificates if members will tag us on social media when they come to class.
- To earn the Best Hot Studio award in the Highland Park area.
- To empower women to workout and feel safe in our women's only designated studio.

Products or Services offered: Hot Pilates, Hot Yoga, Hot Cycling

Strategy to sell your products or service (1 paragraph) Infinity Hot will promote its services through partnerships with established businesses such as Bright Bowls. This business will help us advertise towards women, who like to feel refreshed and rejuvenated after a workout, with a delicious smoothie or acai bowl. We also do profit shares with sororities within the Dallas area that will help attract young women as new customers. Profit shares will include social media promotion on platforms such as Facebook, Snapchat and Instagram that do not cost anything for the business.

Market Target: Infinity Hot's ideal customer is a woman, who has a passion for physical fitness, or wants to begin her fitness journey. Given the importance of exercise and physical activity on society's mental health, Infinity Hot's main goal is to empower women through the establishment of this studio.

Product:

https://shop.lululemon.com/p/yoga-mats/The-Big-Mat/_/prod1720355?color=54144&sz=ONESIZE

Business Links:

- <https://www.youtube.com/watch?v=j4QIG5jKpio>
- <https://www.youtube.com/watch?v=lhs4VFZWwn4>



Scribe:

Kris did some basic coding remotely.

Kayla made the group chat on groupme.

Kaitlyn added Sierra to the groupme.

We proposed a meetup time- 3pm Business Library 3/27

Met up 3/27. Kayla was first to arrive. Kaitlyn and Sierra next. Then Kris.

Began setting up the website

Everyone activated their UINS.

Everyone created their bios and added photos of themselves.

As a team, we brainstormed ideas for business information.

Kaitlyn found the html code for the background color.

Kayla wrote the business description.

Sierra wrote the products and services, business goals, and found a Texas A&M photo that we could use.

Kaitlyn created a google drive to compromise all of our material and allow Kris to pull from our information and place it onto the website.

Kris continued to code and work on the website with Kaitlyn's help.

Kayla wrote the market target paragraph as well as the market strategy.

Sierra found a product to link to our website from another company.

Kayla found the 2 business related youtube links.

Kaitlyn and Sierra collaborated on the front page description paragraph with links.