

A portrait of Lexis Serot, a woman with short, wavy blonde hair, wearing a dark jacket. She is looking thoughtfully to the side with her hand near her chin. The background is a solid dark red.

The **ACORN** REVIEW

ELEVATE YOUR BRAND STORY

2023
LEXIS SEROT

BLOG
LEXIS SEROT

ARTICLE
LEXIS SEROT

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THE MOST ICONIC ENTREPRENEURS TO WATCH 2023

LEXIS SEROT

An Innovative Entrepreneur Pioneering An Extraordinary Health Solution

Is there any industry where women haven't made a remarkable impact? Absolutely not! Women worldwide are thriving as exemplary leaders, innovators, and trend-setters. In various sectors, female leaders are excelling with their intuitive and inspiring approach, creating waves in the business world. Among the pool of women entrepreneurs breaking new ground, we present a model turned e-commerce entrepreneur who supports people with disabilities and others striving to enhance their lives. This exclusive cover story tells the success story of **Lexis Noel Serot, Founder & CEO of Little Wins.**



Insights into personal & Entrepreneurial Journey

Lexis Serot, a graduate of Columbine High School, initially pursued photography at Flagler College but had to leave due to financial constraints. Despite this setback, her path led her to a successful career as a model with Ford Models spanning 14 years. However, her life took a profound turn when she became a mother in 2013, and her daughter, Ava, experienced a skull fracture during a difficult e-section delivery, resulting in triplegia Cerebral Palsy. Facing the challenges of caring for a child with cerebral palsy, Lexis was shocked by her own unpreparedness and the inadequacies of the existing support systems. This experience ignited her determination to find solutions and led her to start Little Wins, a company aimed at assisting individuals facing similar uncertainties. When asked why she embarked on this entrepreneurial journey, Lexis explained that her daughter's situation presented her with an opportunity-an 'at-bat-to create a better world for her child. Inspired by Ava, she envisioned not only improving her daughter's life but also establishing a supportive community for others with disabilities. In essence, it was her daughter's resilience and the desire to create a more inclusive world that propelled Lexis Serot to become the compassionate and visionary leader she is today.

The journey towards a comprehensive solution

Lexis Serot embarked on a thorough exploration by conducting interviews with over 175 families and caregivers, aiming to uncover common challenges in accessing care, equipment, and therapies. Despite diverse backgrounds, these individuals shared three recurring themes: surplus medical supplies without a clear disposal solution, unmet needs, and a profound sense of isolation.

Motivated by these insights, Ms. Serot initiated the development of the Little Wins community to facilitate connections among families and individuals facing similar challenges. LittleWins.com was conceived as an intuitive marketplace, allowing users to effortlessly post surplus durable medical equipment, explore listings by category and location, and communicate directly through the platform's messaging app. Beyond transactional aspects, Little Wins fosters a supportive community where Lexis Noel Serot | Founder | individuals nationwide can find solidarity, assistance, resources, and shared experiences.

Building a Community for Better Living : Little Wins Stands Out

Little Wins isn't your typical medical equipment company. Founded in 2018 by Lexis Serot, a mother driven to support her daughter with cerebral palsy and others like her, Little Wins goes beyond just selling supplies. It's a vibrant online community that empowers people with disabilities and their families to live fuller lives.

A Focus on Community LittleWins.com distinguishes itself through its strong community focus. The platform facilitates the buying, selling, and donation of medical equipment, but it also offers a safe space for connection and support. Members can browse and list equipment by category and location, making it easier to find what they need. The user-friendly app streamlines communication between buyers and sellers.



Empowerment Through Knowledge Sharing

Little Wins recognizes that information is power. Their online forum fosters an environment where members can share tips, experiences, and advice. This two-way exchange not only helps individuals navigate challenges but also fosters a sense of belonging and shared understanding.

Serot's Passion: A Driving Force Lexis Serot's personal story fuels Little Wins' mission. Her unwavering belief that access to equipment and information should be simple is evident in every facet of the platform. The addition of Little Wins apparel and a podcast focused on disability advocacy further strengthens the company's commitment to building a supportive and inclusive community. Little Wins stands out by going beyond transactions. It's a community-driven platform that empowers people with disabilities and their families by fostering connections and providing valuable resources.

Little Wins: Thriving Online During a Pandemic

Little Wins isn't just surviving, it's thriving in the age of COVID-19. The online platform for buying, selling, and donating medical equipment has become an even more vital resource for a community often more susceptible to the virus and forced to rely heavily on online resources..

Meeting Needs in a Virtual World The pandemic's stay-at-home orders have pushed Little Wins' online marketplace to the forefront. With increased online activity, Little Wins has seen a surge in user registrations and equipment listings. This user-driven approach is essential, as the platform relies on its members to fuel the marketplace and provide peer-to-peer support.

Building a Virtual Support System

Lexis Serot, LittleWins' founder, understands the challenges her community faces. She's actively expanded the platform's resources to address the increased need for virtual connection. Her blog and podcast, new additions since the pandemic, tackle sensitive and often-overlooked topics like "Sex and Disability," "Self-Identity," and "Adaptive Footwear." Serot's dedication is evident in her in-depth research and willingness to discuss any topic. She interviews experts and creates open, informative conversations designed to empower listeners. Beyond Transactions: A Community Focus LittleWins goes beyond simply facilitating transactions. Serot also shares her personal experiences, from "must-have" products for families with disabled children to stories about the therapists who have helped her daughter. This commitment to fostering a supportive online community sets LittleWins apart. In a world increasingly reliant on virtual connections, LittleWins has become an invaluable resource for those navigating life with disabilities during a pandemic and beyond.

Strategic Solutions

Serot doesn't shy away from hard work. A testament to this is the FedEx shipping program. Through tireless communication with FedEx representatives, Serot secured a deal offering premium members discounted shipping rates – a benefit directly impacting user experience. The Virtual Marketplace Challenge Despite its user-friendly platform and shipping options, LittleWins faces inherent limitations of an online marketplace. Locating specific equipment can be challenging, and competition for in-demand items can be fierce. Additionally, many users express a desire for a wider equipment selection, highlighting the need to incentivize current users to list their unused items.

LittleWins: Building a Community, Overcoming Hurdles

LittleWins, a self-funded venture founded by Lexis Serot, understands the importance of resourceful innovation. As the sole leader, Serot wears many hats, prioritizing user safety and value over splashy advertising campaigns. Growing a User Base and Inventory One of LittleWins' key challenges is attracting new users to expand its online marketplace. A robust user base translates to a wider variety of equipment listings, fostering a dynamic exchange between buyers and sellers. Finding those users and encouraging them to list their pre-owned medical equipment is a hurdle Serot is determined to overcome.

Going Global: A Future Vision

LittleWins' vision extends beyond US borders. The company receives inquiries from potential users worldwide. However, expanding globally presents a complex challenge. Serot is currently navigating legal and financial hurdles, consulting with advisors to ensure compliance with international terms and conditions, and data privacy policies.

LittleWins' story is one of resourcefulness and determination. By overcoming these challenges, Serot is building a platform that empowers people with disabilities and fosters a supportive online community.



LittleWins: Building a Better Community,

One User at a Time LittleWins isn't your typical company. This self-funded platform, founded by Lexis Serot, thrives on a core principle: ensuring optimum customer satisfaction. How? By putting the power directly in the hands of its users – the very community it serves.

User-Driven Innovation LittleWins isn't just another online marketplace for medical equipment. It's a vibrant community where user feedback fuels innovation. Case in point: the recent launch of version 3 of the website. Instead of dictating changes from the top down, Serot turned to the LittleWins community. Their needs and desires shaped the entire update, including the introduction of a premium membership and a focus on finding the equipment users desperately seek.

A Listening Leader

Serot actively seeks user input, making her a constant advocate for the community. She's always on the lookout for equipment requests, ensuring the platform caters to diverse needs. The new premium membership exemplifies this commitment. Members gain access to exclusive resources, discounted shipping through Serot's strategic partnership with FedEx, and a host of other benefits. More Than Transactions LittleWins prioritizes user experience above all else. By harnessing the power of community feedback, Serot is building a platform that goes beyond transactions. It's fostering a supportive online environment where people with disabilities can connect, share experiences, and find the resources they need to live fulfilling lives.

Lexis Serot: Building a Community for Families with Disabilities

Lexis Serot identified a gap in resources for families with disabled children. Existing services were often local, fragmented, and inaccessible to those with limited means. To bridge this gap, Lexis created LittleWins.com - a national online platform. Here's how LittleWins empowers these families: Connecting Families: LittleWins cuts out the middleman by facilitating direct, person-to-person equipment transactions between families. This reduces costs and streamlines access to vital resources. Building a Support Network: LittleWins fosters a nationwide community. Families can connect, share experiences, and offer support to one another. Expanding Resources: LittleWins goes beyond equipment. Lexis hosts a podcast discussing challenges and triumphs of living with disabilities.

Lexis doesn't stop there. LittleWins offers additional features:

Relaxation & Relief: The platform sells Little Wins-branded bath bombs for muscle relaxation and rejuvenation. **Compression with Fun:** Lexis co-created a line of compression socks designed specifically for kids. These socks are both functional and fun, with colors and patterns that kids can even color themselves. **Premium Membership:** A premium membership level provides access to a curated list of presources, partnered sponsors, and discounted shipping. Lexis' commitment extends beyond the online platform. She helped organize the SHINE music festival, a celebration for the community during challenging times. LittleWins is a testament to Lexis Serot's vision: a community where families with disabled children can thrive with shared resources, support, and a touch of fun.

LittleWins: Building a Brighter Future for All

Lexis Serot, driven by a vision of a more supportive and accessible world, is continuously innovating to empower individuals and families. Here's a glimpse into the exciting future Lexis is building: **Simplified Medical Supply Access:** Imagine a world where refilling essential medical supplies is effortless. LittleWins' subscription box will deliver curated medical supplies directly to your doorstep, ensuring you always have what you need at an affordable cost. **A Brighter Tomorrow for Everyone:** Braille labels aren't just for the visually impaired. Lexis envisions a future where these labels enhance everyone's lives. As we age, our vision weakens. Braille labels can act as a discreet and permanent guide in your home, promoting continued independence and safety. Lexis' dedication is recognized: Top accolades: Awards like Top 100 Healthcare Visionary and recognition by Fast Company solidify LittleWins' position as a leader in creating positive change.

A Call to Action:

Lexis' message is one of collective action and empowerment, drawing inspiration from Dr. Seuss and Socrates. She encourages everyone to contribute their ideas and work together to build a better future:

"It doesn't have to be this way... I betcha if we put all our heads together we could kick out some solutions..."

Together, we can create a world where:

- Everyone has access to the support they need.
- Innovation benefits all, not just a select few.
- We build a brighter future for generations to come

Let's take that 'at-bat' with Lexis and LittleWins!

