* **How did you get started?** This is where you get a chance to tell visitors to your small business website how and why you exist—the perfect beginning to your creation story.

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It all began when I first discovered this blog, forum style thing hosted on Crossfit.com. I was a senior in highschool, played varsity tennis, and was about to transition into College. So of course I was looking to get stronger, faster, and have those washboard abs. I googled Crossfit, saw pictures of people that looked as if they came straight from 300, and knew that I wanted to dive in.

I did exactly that, but at my local YMCA. The workout was double unders and kettlebell swings, a real burner. I did awful, but I didn’t find it difficult or as appealing as I thought it would be. Thus I redirected my focus towards other forms of training. Now fast forward three years, I received my CF level 1 Certificate to coach (at my first box), I was significantly stronger, faster, and leaner; and I wanted to take my training to the next level. I wanted to compete in an actual competition.

My first competition. Many people I know that want to compete start out in Novice, or Intermediate, not me though, go figure I want to compete Rx. So I did, and I place 19th (out of 21). Pretty awful, but not bad for my first debut. It wasn’t until after that competition that I realized competing in your box and competing outside of your box is entirely different. From the friends you know to the competition from the outside world.

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* **Where did you get the idea for your small business?** That “aha” moment when you realized you were might be able to turn that hobby, dream or passion into a viable business and something you hoped your customers would absolutely love.

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Within your box, you know the stats that your friendly competition has, their back squat max, the Fran time, their strengths and their weaknesses; because you want to beat them.

That’s when I came up with the idea of a competitive Crossfit app. Not just a workout tracker, or a WoD tracker, but a way to compare yourself to people around you, and the people you are completely unaware of. Thus, the birth of CBox came about.

Being a Computer Science student, I knew (vaguely) how to program. I took a web development class during my last semester, took the concepts and projects I learned and completed, and applied them to a mock up site similar to the one you are reading about.

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* **What’s the story behind your products?** How are they made? Designed? Give people a peek behind the curtain so they can get a true sense of the craftsmanship that’s involved in bringing your creations to life. This content can be incredibly powerful when helping to differentiate your small business from big box retailers.
* **Where do you look for your creative inspiration?** Travel? Nature? Music? Family? Friends? This is where you have a chance to form more of a personal connection with your audience by sharing a little bit about your creative process.
* **What’s your background?** Here you can establish instant credibility by talking about your professional and personal experience as it relates to your business.
* **What’s your vision for your small business?**It’s easy to get excited about a small business that has dreams and aspirations about where they’d like to be 5-10 years from now.

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My outlook for this small startup is for it to provide the type of service that I would use every day, for 10 years. I have high standards for an application such as this, and I know that my users will as well. I intend on adhering to my statement that this application will be Community driven, and that the community that I obtain from this application will use this for as long as I do.

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* **What motivates you?** What gives you that fire in the belly—the thing that makes you hop out of bed bright and early each and every morning to work on (and for) your small business?