



CASE 1

MENTEE: Sarede Switzer, Bring the Gym to Me

LOCATION: Brooklyn, NY

INDUSTRY: Personal Fitness

MENTOR: Deena Englander,
WorkStream Business Systems

LOCATION: Baltimore, MD

INDUSTRY: IT and Business Consulting

A successful start-up business usually originates in one of two ways: Either the entrepreneur has a stroke of genius and invents or upgrades an existing service or product, or the entrepreneur's personal interests or hobbies evolve into a revenue-generating venture. Sarede Switzer's Bring the Gym to Me is a mix of both.

Sarede started off as a part-time yoga teacher, giving classes in Brooklyn's Crown Heights neighborhood. By utilizing social media, she generated requests for other kinds of workouts, like Pilates and Zumba. She wasn't qualified to teach those classes, but instead of turning away business, her entrepreneurial mind led her to another solution: take on the clients, but hire qualified instructors to teach the classes. Crown Heights Fitness was born.

Still, Sarede struggled. Participants flaked on classes and it was hard to make payroll for all of her instructors. All the while, she had to pay rent for her studio while her revenue declined.

Then, an idea popped into her head. A woman called and told Sarede she wasn't interested in coming to a class but would like an instructor to come to her home. The "aha!" moment that every entrepreneur prays for had arrived.

Sarede realized that she didn't need to be married to a storefront and a host of expenses. Instead, she could simply send instructors to classes that were organized by groups or organizations, such as camps, senior centers, or even groups of friends. Her clients include such organizations as Camp Ramah, Beth Sholom Day Camp in Roslyn, New