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CYSE 494

Proposal

05-16-22

Innovation Proposal

 In my community, I’ve noticed people struggling to maintain proper posture, mobility, soreness, and even higher stress levels than usual. So, I’ve chosen to start a business by the name of “Stretch and Chill”, which will be a health and wellness facility to aid people with the physical and mental struggles they deal with every day. Furthermore, I’ve learned that this business will solve many health issues within the community because I’ve conducted public interviews and surveys to ask people in the community how they feel about it and their own health problems. The purpose of this innovation is to make sure each person we work with quality of life improves. Also, for our customers to use our practices to inform others on how to live a better, healthier lifestyle.

 In order to solve these problems that many have expressed that they experience when it comes to a bad range of motion, inflexibility, soreness, and high levels of stress; we will put two components In a place that can solve all those problems. First, the “Stretch and Chill” facility will contain stretching tables with a professional trainer at each station that will put the client through a variety of stretches that cater to their needs. Furthermore, these professionals will be certified and required to have degrees in such as kinesiology, so they can run proper physical assessments and evaluations on each patient. These evaluations will be used to find out what areas of your body are tighter than others, so the trainer knows what to target moving forward. Also, this facility will maintain a Cryotherapy tank that will be used to lower stress levels, areas of soreness, and even increase blood flow. Cryotherapy, which is at times known as cold therapy is the practice of using low temperatures in medical practice.

 Furthermore, now I know people would ask the question; what are the benefits of personal stretching by professional trainers and using Cryotherapy? The benefits of doing proper stretches are endless and can help you access your body's full potential. Furthermore, stretching can help improve your performance in physical activities, decrease your risk of injuries, and help your joints have a full range of motion. Also, stretching may increase the blood flow to muscles, help your muscles work effectively, and just improve your ability to interact and do daily activities. On the other hand, there are many benefits when it comes to utilizing Cryotherapy such as reducing migraine symptoms; which can play a role in minimizing stress levels. Furthermore, some older people deal with nerve damage, so cold therapy can also numb nerve irritation, and can even help treat mood disorders. Cryotherapy can help aid physical and mental pain in ways such as reducing arthritic pain and treating low-risk tumors, which could help prevent dementia and Alzheimer’s disease.

 However, even though this business could be very beneficial to the vast majority I expect to run into some barriers along the way. Furthermore, such as just being a new business in the community and knowing that things won’t be, so quick and easy because I have to gain the consumer's trust. Also, I could see another barrier being to getting people that aren’t informed when it comes to health and wellness to invest in our vision, and to know we aren’t selling them a dream. Another barrier could even be finding the right location for the business, knowing that the location of the business could be the deciding factor in it being successful or not. Also, another barrier I could run into that needs to be confronted head-on is making sure there’s enough space for the Cryotherapy tank because it has to be in a private room separated from the main lobby. Furthermore, I expect it to be a bit of a problem to find a building where I can connect the tank to an exterior wall, so its cooling system and nitrogen tank can be accessed from outside. Finding up to 5 licensed physical trainers could also be a bit of a problem because in my community there’s not an abundance of people in that field of work.

 Lastly, I think there are many ways to gauge or assess if the business or business plan has turned out to be successful. One way to know if your business is successful is to compare what you’ve accomplished so far to the goals that you set in place for your business prior. Furthermore doing so you can check off certain things that you’ve already accomplished, and others that you’re still working towards. If there are more checks than empty boxes that can show you that you’re on the right track. Also, I could know If I am successful by reaching a certain number of loyal customers, maintaining a steady cash flow, and making enough money to support my family comfortably. Another sign of success could be new customers finding you; showing up out of nowhere, because one of your loyal customers had such a great experience that they shared it with others, or maybe they found your business online. Also, being able to bounce back from rough times proves you’re successful, because every month may not be as lucrative as others for new small businesses. Furthermore, being able to make it through those rough times teaches you how to save money, and find unique ways to attract more customers.

Moreover, being able to measure success is just as important, because it can be used to determine how successful you are. First, when it comes to measuring success you need to review your financial statements. Secondly, you should check in with your customers to see if they’re satisfied by supplying them with surveys and customer reviews to fill out. Third, try to keep track of how many new customers you accumulate a month. Being able to communicate with your staff is beneficial, because they may be able to identify areas where their business could improve that you might not see since you’re so busy running the business. One of the most important components of determining how successful your business is to check in with yourself and make sure you’re happy with the outcome of your hard work.

This is where the innovation proposal comes into place and relates to this health and wellness center. Since the “Stretch and Chill” lab is full of high-tech machines such as the Cryotherapy tank, and the personal computers used to check customers in. As part of our orientation for new hires we will also include verbal and hands on training from employees to learn how to act responsibly on the web, and how to mitigate simple Cyber-attacks. We will hire Cybersecurity professionals to come in and inform our employees on ransomware attacks, viruses, all types of phishing, malware attacks, tailgating, and all forms of password cracking. Our employees being aware of these attacks from malicious actors are very important, because our Cryo-tank will be connected to the network and if not secure, or handled in an responsible manner could put an customers life in danger. For example, our employees will go through real life scenarios on how to identify tailgating, because if not identified an malicious actor could get into the facility and could steal information or worse. Also, when not in use the Cryo-tank needs to be disconnected from the network because it will have an pin number in order to operate the machine, but if hacked the malicious actor will be able to alter the machines settings. Furthermore, this is why our employees need to be able to relay this information back to us verbally, but also demonstrate their understanding through an lab type practice. In terms of hands on training our employees must know how to simply shut down, restart, and quarantine each PC if needed they also will be required to know basic command lines to find MAC and IP addresses for machines in the work area. Moreover, this all about addressing the problem of workers not being tech “savy” in a world today where we’re surrounded by highly technical machines day in and day out, and if you ask me that’s very dangerous. We expect to run into barriers of potential employees feeling like this has nothing to do with their profession , and that they are not up for the task, but we demand certain things from our employees to ensure safety. Lastly, we’ll know we’re successful by analyzing the success rate of our tranings,and minimizing as many cyber threats as possible. Also, we’ll conduct random monthly test to makes sure our employees are picking up on certain cyber-attacks, and to test their skills on how to mitigate them from happening.