

# OXNARD BUSINESS ASSISTANCE PROGRAM SUCCESS STORY: MULTISENSORY FITNESS INC.



## Getting Ready for Growth

Oxnard-based MultiSensory Fitness Inc. was faced with a good problem: It had an increasing number of orders, but not the resources to fill them. With the help of the city of Oxnard and the Economic Development Collaborative-Ventura County, CEO Cathi Lamberti secured funding to increase production capacity and received help in positioning the company for the global marketplace.

## SMART FIT FOR BODY AND BRAIN

Watching video game players on the Santa Monica Pier, Lamberti was inspired to develop technology that would combine the brain speed and coordination of video games with physical activity in a unique, fun and interactive way for all age groups and abilities.

The resulting SMARTfit™ High Intensity Cognitive Training™ technology provided the proprietary foundation for MultiSensory Fitness Inc., started in 2012.

“SMARTfit™ tackles inactivity and obesity head on, by providing a comprehensive exercise and wellness solution for both the body and the brain, while captivating and attracting users in the same way that a modern video game does,” said Lamberti.

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## OVERCOMING FINANCIAL HURDLES

EDC-VC loan officer Marvin Boateng worked with Lamberti to secure \$100,000 in funding. With the additional funding and the city of Oxnard’s support, MultiSensory Fitness invested in a new manufacturing process that reduced production costs and enabled the company to stay in Oxnard.

“The EDC-VC completely understood our business model and saw the potential for creating local employment as well as supporting local contract manufacturers,” she said.

During the loan process, she also started working with SBDC advisor Gonzalo Fernandez, who helped her bulletproof her financial forecast and business assumptions.

## ENERGIZING THE BOTTOM LINE

“Since working with the EDC-VC, we have released six new product lines and improved our manufacturing capacity by a factor of four,” stated Lamberti. “This has reshaped our business entirely and has helped us attain the next level of financial fitness needed to enter the global marketplace.”

The company’s products are sold internationally through distributors covering 32 countries. In 2013, the company did a little over \$1 million in sales. Lamberti projects the company will earn \$3-5 million in revenue in 2016, with international sales playing a significant role.

“I’m very grateful [to EDC-VC] for the help,” she said enthusiastically. “The support we received from the consultants helped us refine our financial model and focus on improving our manufacturing process. Without EDC-VC’s support, we would not be positioned for exponential growth as we are today.”



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