



Travis Steffen

Travis Steffen is a junior majoring in exercise science and sports psychology with an emphasis in nutrition. He is a personal trainer and a mixed martial arts instructor at the USA Olympic Training Center in Waterloo. He formerly was a defensive back for the UNI football team. He previously founded his own personal training company. He brings extensive exercise science and body movement knowledge to Synn Clothing. This knowledge will benefit the company and its customers by providing activity-specific sportswear.

All Muscle

All Muscle is an online health and fitness community devoted to helping its members with their fitness, nutrition, training and sports needs. Complete with instructional videos, articles, and forums for discussion; All Muscle is striving to become a presence in the online health and fitness industry. More information can be found at www.AllMuscle.net.

Synn Clothing

Synn Clothing is an e-commerce business targeting the action sports and mixed martial arts markets primarily focusing on 18-26 year olds. Synn provides clothing that appeals to the fluid sense of style for its target market. Synn plans to develop its clothing with a strong and identifiable brand. Products can be found on the website, www.SynnClothing.net.