



March 15, 2023

Good morning, Chair Hassan and Members of the House Economic Development Finance and Policy Committee:

I am Candi Seil, the owner of BABY KNOW: Bodies, Hearts & Minds, a Minnesota, woman-owned business. We created a year-long, online program to support parents and caregivers taking care of infants, 0-12 months. Our program is taught by a speech-language-pathologist, an occupational therapist, two early childhood/parent educators and a wellness instructor to share ideas and tips to develop the baby's body, heart and mind during the first year of life. Each week, caregivers watch a 5-25 minute video to learn about their baby's development and are given 7 daily activities to do with their babies to reinforce the learning. The program incorporates mindful moments to allow learners to be fully present and positive affirmation activities for the caregiver to do for themselves, with their families and with their baby. BABY KNOW focuses on the holistic approach to raising a baby. BABY KNOW is currently being piloted in two Minnesota high schools with parenting teens and one early childhood program with traditional aged parents.

MNSBIR, Inc. has guided BABY KNOW: Bodies, Hearts & Minds to apply for funding at the National Institute of Health (NIH). The intention of the proposal will be to develop content aimed at parenting teens and their babies. The public health significance of this program is to increase health outcomes for both parenting teens and their babies by focusing on social-emotional wellbeing, bonding and development.

MNSBIR, Inc. has been a vital resource for our business as we prepare and submit our NIH application. Their expertise guided us to develop a solid timeline, set our goals and write clear objectives to make us competitive in the application process. Additionally, MNSBIR Inc. helped us find reputable vendors to work with on the project. This saved us time and moved the process forward quickly to vet the vendors and meet the federal application deadline.

BABY KNOW experienced firsthand the value and benefit that MNSBIR Inc. provided to us. We know MNSBIR Inc. can help many more small businesses in Minnesota to access federal funding and keep Minnesota competitive in job creation and innovation. I thank you for your time and support of this bill.

Sincerely,

Candi L. Seil, Owner, BABY KNOW: Bodies, Hearts & Minds

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