



March 30, 2022

Good evening, Chairman Noor and Members of the House Workforce and Business Development Finance & 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 also 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.

Our company used MNSBIR, Inc. services to apply for a federal SBIR grant through the U.S. Department of Education's Institute of Education Science to support infants with or at-risk for developmental delays and disabilities. BABY KNOW: Bodies, Hearts & Minds will use the SBIR funding to develop a comprehensive, interactive mobile app to be used with school districts in the state of Minnesota. The intention of the app will be to identify families with infants at risk for developmental delays or disabilities as early as possible and connect them to early intervention services. Research shows catching up children early and getting them kindergarten ready has economic benefits for the individual, our community, state and nation.

MNSBIR, Inc. was an important support for our business as we submitted this 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 in developing the app. 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. 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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