

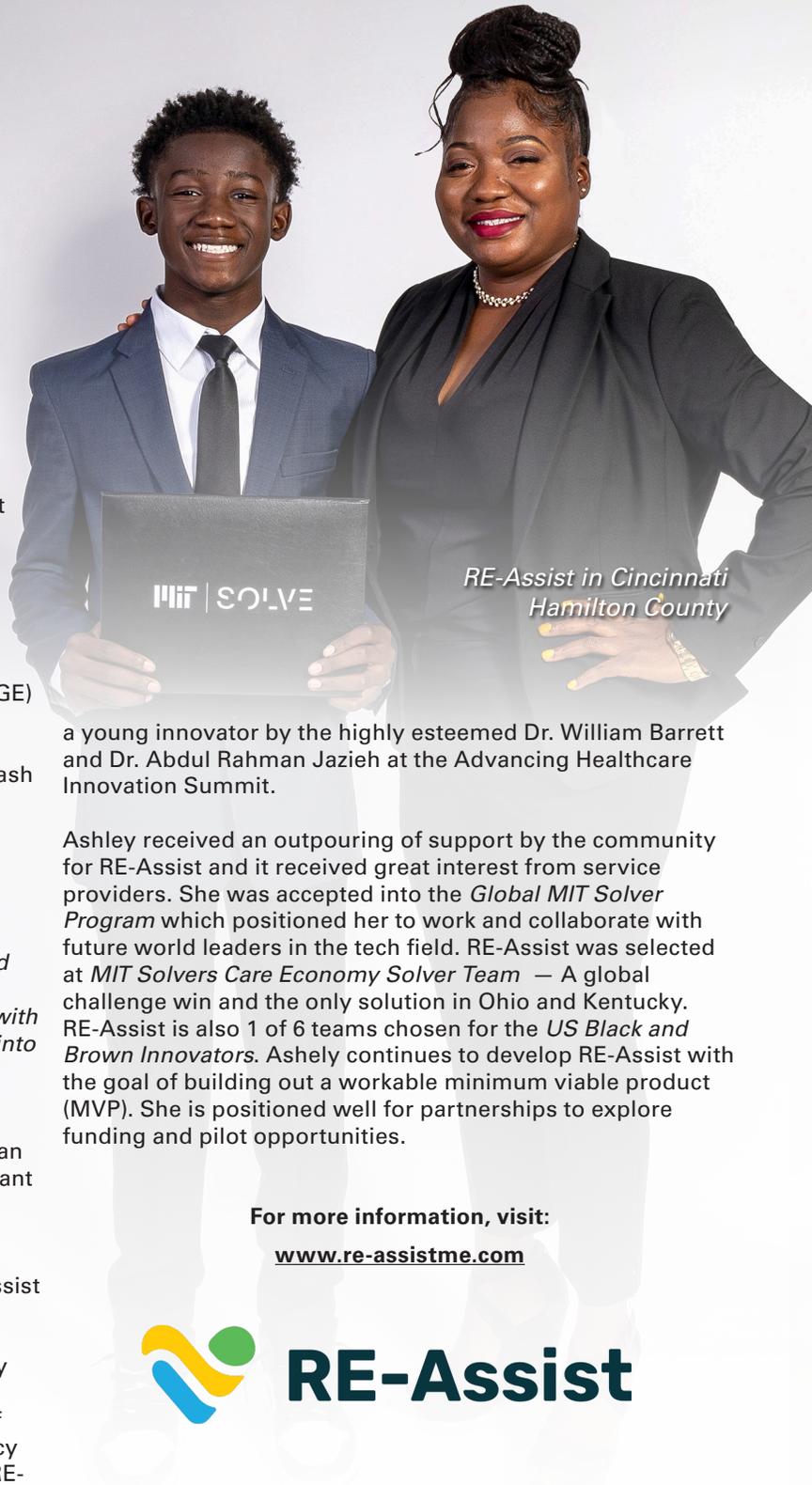
## Success Stories

## RE-Assist

Ashley Barrows' background as a nurse case manager and her 12-year-old son Aaron Bess' tech savvy was the perfect combination needed to launch their new health care app, RE-Assist, in 2021. In January 2020, Ashley contacted the Minority Business Assistance Center (MBAC) in Cincinnati and was immediately connected to advisor R. Marlene Fout, who educated Ashley on the benefits of the Women Business Enterprise (WBE), Minority Business Enterprise (MBE), and Encouraging Diversity, Growth, and Equity (EDGE) certifications. Together they developed a well-organized business plan and Ashley was schooled on topics from understanding operating agreements to accounting with cash flow statements.

*"All during that time we worked on other leads and connections and developed a plan to incorporate a digital health platform which would be the birth of A Statue of Excellence dba RE-Assist," Ashley explained. "Marlene provided me with direct email introductions, resources, and encouraged me to keep moving forward when people that were close to me were doubtful. The many hours working with Marlene allowed me to get my start and has propelled me into success."*

Ashley's local MBAC counselor helped her to be prepared for local, national, and global competitions and worked as an interpreter to help find the unknown pathway from consultant to the beginnings of digital health innovation. In March of 2021, Ashley was selected for the So Cap Accelerate and Mortar Academy that helps health care-related companies grow and scale their businesses. In April of that year RE-Assist received its WBE, MBE, and EDGE certification, and in May RE-Assist would go on to be featured in the Northern Kentucky University Magazine, The Business Courier, Cincy Innovation, The Biz Women, and the African American Chamber of Commerce as a next gen product. In August of 2021, RE-Assist completed the interview process with Mercy Business and Innovation Investments and has positioned RE-Assist for pilot with intention to be reconsidered for a seed round funding. In September of 2021, RE-Assist was one of the first minority, women-owned businesses to receive the Mainstreet Venture Launch Grant for \$10,000. In the same month, Ashley's son Aaron was recognized for his efforts as



a young innovator by the highly esteemed Dr. William Barrett and Dr. Abdul Rahman Jazieh at the Advancing Healthcare Innovation Summit.

Ashley received an outpouring of support by the community for RE-Assist and it received great interest from service providers. She was accepted into the *Global MIT Solver Program* which positioned her to work and collaborate with future world leaders in the tech field. RE-Assist was selected at *MIT Solvers Care Economy Solver Team* — A global challenge win and the only solution in Ohio and Kentucky. RE-Assist is also 1 of 6 teams chosen for the *US Black and Brown Innovators*. Ashley continues to develop RE-Assist with the goal of building out a workable minimum viable product (MVP). She is positioned well for partnerships to explore funding and pilot opportunities.

For more information, visit:

[www.re-assistme.com](http://www.re-assistme.com)



**RE-Assist**