**Company Bio**

# Mission Statement:

At *No Obstacles Inc.*, we strive to support lives that transcend the ordinary – by creating clothing, home, and lifestyle products that remind us that anything is possible. Our mission is to develop functional, practical, inventive, economical, and eco-­‐friendly products that help eliminate obstacles to living healthfully, resourcefully, compassionately.

# Company Description:

We live in a society that erects obstacles to healthy and resourceful living everywhere we look. For the consumer, it can be daunting to find quality products that are also economical, long-­‐lasting, highly functional, and tread lightly on the earth. From our clothing brands that dress you in fashionable and rugged eco-­‐fashions for work, play, and sport, to our home products featuring materials derived from renewable energy sources, that beautify your living space, and much more – we defeat any obstacles to living our lives with style, function, value, and a respect for the planet.

We’re committed to creating products that defy convention and are items our

customers are proud to own. In fact, we guarantee every product we sell. If you’re not 100 percent happy with your purchase, you can return it during the first 60 days, no questions asked. Our home products are backed by a lifetime warranty against defects, and we’ll be happy to fix anything we can whenever the need arises, or provide a replacement at absolutely no cost to you.

We believe in providing all the information you need to make an informed decision on any purchase, therefore we strive to make our materials, processing, and manufacturing data as accessible as possible. Our website ( www.no-­‐obstacles-­‐inc.com ) and phone support feature 24-­‐hour help, as we believe time of day and schedule should be no obstacle to getting the information and support you need.

We strongly feel that transparent business practices are necessary for keeping our company honest and committed to our values, ideals, and customers. In support of this, you can find information on our company standards, employee guide, materials sourcing, manufacturing contracts, and much more on our website. You deserve to know how we create products for you, and our work philosophy in getting it done.

Philanthropy is very important to us, and because of this, our employees perform volunteer services, on the clock, for two hours each week for an organization of their choice. We know that doing good, breeds more doing good, and we’re happy to promote a cycle of volunteerism that just keeps on giving.

# Company Brands:

After launching with it’s two signature brands, SPORT and HOME, *No Obstacles Inc.* has

grown to include

nearly a dozen brands (and is expanding

regularly

)

, coveri

ng a lot of

territory.

***No Obstacles Clothing***



* **No Obstacles Sport:** *“Sport,”* an athletic clothing line catering to today's active professional, features athletic clothing and gear for your favorite exercise, from running to swimming to team sports, like soccer and softball, and much more. Nothing should block our ability to be active -­‐ our busy lifestyles require clothes that allow us to transition seamlessly.
* **No Obstacles Dance:** From workout leotards to performance-­‐ready pizazz, our Dance line is used by many professionals on Broadway and in renowned dance troupes throughout the world.
* **No Obstacles Balance:** *“Balance”* is our yoga and Pilates specialty brand that meets the requirements of stretching, positioning, and balancing with graceful and beautiful clothing made from eco-­‐conscious materials such as bamboo and pesticide-­‐free cotton.
* **No Obstacles Play:** The weekend is upon you and you just want comfortable clothing that will take you from a walk about town, to an afternoon in an art gallery, through an evening in a nice restaurant. *“Play”* is the answer.
* **No Obstacles Work:** You want to look your best for that presentation, but you also want to be comfortable behind the computer for the rest of the day. *“Work”* clothing will get you through the day in style and comfort, and for a fraction of the cost that you’ll find in many clothing lines geared for professionals. And, you can even boast that your gorgeous “silk” tie or scarf is earth-­‐friendly bamboo.

***No Obstacles Home*** *Life is hectic, and the home should be an oasis away from the stress of everyday life.* Surround yourself with comfort, luxury, and practicality with *No Obstacles* home collection, featuring the following brands:

* ***Design:*** Make your home exactly what you want it to be with our Design-­‐friendly furniture, built from recycled materials, that features endless modular configurations and dozens of color and texture choices. There are no obstacles to making your home exude your style and personality.
* ***Cook:*** The kitchen is the center of the home and is the hub for fueling our busy lives. There should be no obstacles to cooking and eating healthy. Our cookware is easy to clean, hard to scorch, and boasts a ceramic coating that is designed to last a lifetime. Most importantly, you can rest assured that no harmful chemicals are in the coating, as our *“Cook”-­‐*ware is certified green and PFOA-­‐free.
* ***Relax:*** It’s important to wind down after a hard-­‐day’s work, and what better way to *“Relax*” than to soak in a bath of mineral salt, harvested with respect for the environment, from the Dead Sea. Our bath potions can all be custom-­‐scented from essential oils – each with their own spiritual and medicinal properties. Top off your bath with rich, emollient shea butter in our custom scent-­‐able lotion. We’ve even got soy-­‐based candles that enhance the relaxation experience.
* ***Dream:*** Enjoy no obstacles to deep slumber, while snuggled in our bamboo sheets with 400+ thread count, and listening to seabirds, waves, gentle rain, or any of a dozen other sleep-­‐enhancing sounds from our *“Dream”* white noise machine. You’ll also have dozens of ergonomic pillows to choose from – giving you the tailored sleep that is just right for you.

# Structure and Locations:

*No Obstacles, Inc.* headquarters resides in the historical Clover-­‐Talon building in the heart of Chicago, at **123 No Obstacles Way, Chicago, IL 60661**.

We contract with artisans around the world including tailors, textile designers, apprenticed furniture-­‐makers, and many more in the design of all our *No Obstacles* products. Our factories are not sweatshops. They are creative centers where collaboration and ingenuity rein supreme, and where our people have a good deal of freedom in how they do their jobs. The high quality of our products is a direct result of our unique labor process, where each piece is a work of art in an employee’s hands.

We have distribution centers in North America and throughout Europe, so that we may ship the shortest distances, not only for customer accessibility, but also, for the health of the planet. Nearly 70 percent of our distribution centers and creative centers are houses in solar-­‐powered facilities, and we’re working on converting the remaining 30 percent. We’re also striving to have all our manufacturing processes certified green, by the year 2020. In 2010, *No Obstacles, Inc*. was honored to receive the International Green Business award from the World Society of Environmental Planning and

Conversion.

# Executive Team:

**Jaryl Leonard, MBA, CEO:** Ms. Leonard originally came to *No Obstacles,* after successfully turning around a prominent Fortune 500 company that was headed for trouble. Her proactivity, intuition, and ingenuity are stamped all over products, and it was under her leadership that *No Obstacles* expanded from clothing to home goods, making a real splash in the market from the get go.

**Mark LaCie, MBA, CFO:** Mr. LaCie started his career on Wall Street, but realized early on that his primary career interest was helping businesses succeed financially. In his transition to financial management, he became known for his acute ability to take startup companies from the trenches and turn them into multi-­‐million dollar enterprises in record time. His confidence and knowledge of the business world has helped *No Obstacles* become a leader in environmentally-­‐friendly, and ethics-­‐driven product sales.

**Akee Ning Wu, MBA, Creative Director, Products:** Ms. Wu is a creative first, and a business woman second. Having started her career designing textiles for several well-­known designers, she was immersed in the world of fashion and home design and brought that extensive knowledge to *No Obstacles* when it was just a twinkling on the horizon. Ms. Wu’s uncanny ability to predict the next hottest trends in fashion, as well as the contemporary and traditional favorites in home design, have made *No Obstacles* a leader in design the world-­‐over.

**Juan Ricardo Estes, PhD, Environmental Operations and Facilities Director:** Mr. Estes background in the science and engineering of environmentally-­‐friendly building construction and materials production has made it possible for *No Obstacles* to achieve the dream of becoming a leader in earth-­‐friendly manufacturing. In addition, Mr. Estes has a hand in helping develop the environmental standards for many of our products including cookware and furniture, and was also responsible for formulating our patented bamboo “rubber” that has uses in running shoes and cookware, alike.

# Contact Info and Email Addresses:

General info: Info@no-­‐obstacles-­‐inc.com

Customer service: support@no-­‐obstacles-­‐inc.com

Consumer info: hotline@no-­‐obstacles-­‐inc.com

Vendor support: vendor@no-­‐obstacles-­‐inc.com Reseller support: sales@no-­‐obstacles-­‐inc.com

# Sample Product Listing:

Our products are some of the most innovative in the world and include:

* **Twenty-­‐Second Sneakers**: There’s no need to spend time lacing and tightening, when it’s as simple as slipping your foot in our patented athletic shoes and zipping. The first time you wear our twenty-­‐second sneakers, simply adjust the inner sizing mechanisms so that the shoes are form-­‐fitted – and every time after that, simply slip and zip.
* **Bamboo Slicker:** Bamboo grows like a weed, without the need for fertilizers, pesticide, and with very little water. It also yields a resistant fiber that is tough, but still soft. Our Bamboo Slicker features our patented “Tight Weave” of bamboo, that actually creates a waterproof interface and can handle the rigors of outdoor frolicking, sports, and adventure.
* **Chameleon Furniture**: It’s easy to change the pattern and color of your living room furniture with Chameleon Furniture. Each loveseat, couch, and/or easy chair comes with reversible upholstery that instantly changes the look of a room, without having that slipcover look. In addition, the backs and arms of many pieces can be converted to different style, simply with the turn of a screw.