



**Athlon Rub**

## **Background**

Athlon Rub specializes in crafting a proven sports herbal topical formula for active individuals. This formula is designed to be applied on muscles, joints, and ligaments to warm up the body, prepare for physical activity, prevent injuries, and aid in post-activity recovery from muscle fatigue and athletic injuries.

Our inspiration comes from a time-tested martial arts formula used in Muay Thai, an ancient and highly effective martial art. Muay Thai is a core discipline in mixed martial arts (MMA) and UFC. Our product is formulated based on the traditional Muay Thai formula used for generations, applied before training, fights, and for recovery purposes. It's versatile and can be incorporated into self-care or used with therapy modalities like deep tissue massage, cupping, and scraping.

The motivation behind starting this business was twofold: a personal desire to be an entrepreneur and a firm belief in the product's efficacy. Having experienced the benefits of the main product from Thailand firsthand, I recognized its potential not only in martial arts but across all sports. Despite its widespread use on racehorses and by soccer players, the product was notably absent in local markets. This led to the establishment of a relationship with the factory, securing authorization as their exclusive distributor. This unique position allowed me insights gained by being the only Westerner in their lab.

In collaboration with the factory, I have worked diligently over the years to enhance the formula and make it more accessible. Despite challenges in a niche market dominated by Muay Thai, we have successfully expanded our presence into other markets, catering to athletes in sports such as soccer and running.

## **Solution**

The Miami-Dade Business Navigator Program is funded in part through a cooperative agreement with the U.S. Small Business Administration has been incredibly beneficial for my business, especially through the resources provided by Branches, which served as one the spokes under the program. There's been invaluable training, networking opportunities, and insights that have helped me stay current with the latest trends and opportunities. The support from the MDBN Program and Branches has been immeasurable. The relationship, support, and consulting advice have played a super instrumental role in our success. I can't express how much it means to us, especially with their digital transformation program that we enhanced our digital marketing presence.

I've had access to several grant opportunities through the program. A notable one is the LISC Verizon Grant, which came through successfully. Additionally, I won a Mom & Pop Small Business Grant.

If I hadn't been part of the program, I might have overlooked these opportunities. The consistent reminders and encouragement from the program helped me recognize that these opportunities are relevant and achievable. I know others in the MDBN program who have also successfully obtained grants, proving that opportunities exist – you just need to make the effort.

## **From the Owner**

"Staying connected with the business community is crucial. Keep in touch with the MDBN, stay informed about all the free training opportunities out there. Have your schedule readily available and make sure to read the emails. The grants, lessons, training, and networking opportunities offered to small businesses is incredibly valuable. You not only learn from the training but also by connecting with others. Whether it's a brief chat during breaks in in-person training or through online sessions, start conversations, dialogues, and benchmarking with fellow entrepreneurs. It's not just about what the program directly offers but also the insights and support from other participants. There's a sense of camaraderie and community that's important, especially when running a small business. It makes you feel less alone in the journey."

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