

# Where Are They Now?

## Catching Up with A Student Business Incubator Graduate



Travis Steffen graduated with a master's degree in physical education. Travis is the owner of Synn Clothing ([www.SynnClothing.com](http://www.SynnClothing.com)). Synn is an e-commerce clothing business targeting the action sports and mixed martial arts markets. Synn Clothing primarily targets 18-26 year olds who want clothing that appeals to their fluid sense of style. The clothing line has a strong and identifiable brand.

Steffen is also a co-owner of WorkOutBox ([www.WorkOutBox.com](http://www.WorkOutBox.com)). He develops the athletic content for the online fitness site. He has a couple of other businesses including co-ownership in a sports supplement e-commerce company and a company that helps other young entrepreneurs with funding to start businesses. In addition to the businesses he owns, he is the author of a fitness book to be published in fall of 2010. Travis cautions anyone wanting to start a small business to be, "willing to put in the hours and hours it takes to build a business from nothing." The thought he wants to share is to not hold back, "Get off the couch and go do something."