

August 17, 2022

To Whom It May Concern,

This letter is in support of Michael Stechly and his new business venture GrowTanics. I run the Illinois Small Business Development Center (SBDC) at Waubonsee Community College in Aurora, IL. The SBDC provides no-cost business coaching to entrepreneurs and small business owners.

Michael has been meeting regularly with me to work on his business concept. In particular, I have provided guidance on focusing his market and competitive positioning, preparing a detailed financial plan, and laying out his go-to-market strategy, including defining his minimally viable product.

Michael is not only passionate about his concept, but also receptive to coaching and feedback. He has excellent contacts in his industry, and values the input he gets from others. I feel that his concept is sound, and that there is significant potential for growth with this product.

Sincerely,



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