Why do you deserve free office space? (500 words or less).

Massage Gainesville Infant Care (MaGIC) will create a safe, healthy, and less traumatic transition for parents who must separate with their children for the first time, by alleviating symptoms of backache and post-partum depression. By combining certifications in child development and massage therapy, MaGIC provides specialized care to create a practical business center to accommodate existing clients, as well as mothers on maternity leave. These unique services combine to fulfill the needs of young families.

Over 50% of women report serious postpartum back-pain. A Swiss study revealed that the pain had persisted for 18-months in over 33% of women who reported backache during pregnancy. Furthermore, postpartum depression rates among mothers can range from 10%-25%, partially due to separation anxiety. Combining massage therapy and childcare into the same location creates many distinct advantages to new parents. It is important for mothers to know their newborn is in good hands while finding relief for and overcoming the pain due to body changes during and after pregnancy.

Although the birthrate in Florida has leveled off in recent years, Gainesville will continue to provide a steady stream of clients thanks to referral/discount programs/partnerships with organizations such as the Florida School of Midwifery, UF, Shands, NF Regional Medical Center, AMJ Inc, and The Gainesville Sun.

Separately the businesses of massage therapy and infant childcare operate in a competitive market. By sharing our business' overhead and referral streams, MaGIC can combine multiple services and certifications to create a greatly synergistic center for Gainesville. Initially, existing clients would make up the majority of our clientele; however we anticipate 100% of clients requiring both services after being phased-in during the first year.

Average 5-day care for infants and toddlers (4 weeks – 2 yrs) in Gainesville costs $150-$200 per child. Massage therapy rates can vary from $40-$90/hour. Due to the specialized niche of our services and market, MaGIC has the potential to charge a premium for our services once an adequate pipeline of referrals and applicants is established.

Due to the lack of windows and overall dull feel of suite 6, creative measures must be taken to create the positive ambiance and energy required. In place of the existing 2x4 drop-ceiling fluorescent-light covers, backlit "sky" covers would be used. This creative transforming of light would also be used on walls in rooms without windows. Equally as important to health as light, darkness is essential to melatonin production during nap time.

Over the years MaGIC's founders have established extensive & deep roots in the Gainesville community while creating a long-standing reputation for excellence. With dozens of clients, impressive references, and an extraordinary passion for what we do, you can feel confident we are the best fit for your office space.

Credentials:
LMT#MA5633
Child Development Associate - Council for Professional Recognition
FL Childcare & Education Program Director Credential #3405529
First Aide & CPR Certified
Experience in medical massage therapy, SOAP Notes, Insurance billing
B.S. Hospitality Management-F.I.U.

References
John Johnson Chiropractic
Arlene Huszar –Family&Civil Court Manager
Mrs. Charles R. (Nancy) Perry