

CASE STUDY:

INNOVATIVE SOLUTIONS FOR ENTREPRENEURS

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THE ESSENTIALS

Studies show that military service and entrepreneurship go hand in hand. Veterans are 45% more likely to be self-employed than non-veterans. Additionally, 1 in every 10 small businesses in the U.S. is likely to be veteran owned. Veteran-owned businesses currently employ over 5 million people .⁽¹⁾

Veterans who become entrepreneurs contribute positively to their communities even after their service, but they are faced with unique challenges in their business pursuits. In addition to the challenges of establishing a small business, veterans often face service-related injuries⁽²⁾ and issues that can complicate their workdays with pain and other difficulties. Forward-thinking solutions, like sit-stand desks, can create more flexible environments to work in every day and help support these entrepreneurs.

“Just having the ability to go from that seated position...to standing where I can just have my arms at my side while I’m talking on the phone just to get the blood flowing...It forces me to have different positions throughout my day. From the perspective of my shoulder, it just helps me stay more mobile.”

ADAM MATTIS, ARMY SPECIALIST (RETIRED)

THEIR CHALLENGE

Adam Mattis served as an Army Specialist for three years. During his military tenure, he served in Iraq and was retired shortly after being injured in the line of duty. Back in the states, he turned his attention to entrepreneurship, working as a business consultant and small business owner. In transitioning from active military duty to a more desk-oriented job, he faced pain daily. He describes how his injury affected his work life by saying, “the biggest problems I deal with is anything that has to do with my upper extremities and my right shoulder. Being in any one position for too long, trying to go overhead, trying to reach, anything like that - those are pretty big constraints for me.”

OUR SOLUTION

Specialist Mattis uses a ProDesk[®] 60 Electric in his office, which allows him to go from sitting to standing at the touch of a button. Being able to move more during the day encourages him to stretch and shift his upper body, which keeps his shoulder injury from seizing up and reduces his pain during the day.

He also noticed that being able to stand has improved his mood. The nature of his business requires him to be in phone meetings frequently, and he noticed his conversations with clients and investors were more positive when he wasn't in a static, seated position. Turning his desk into an active workspace made a noticeable difference in his work.

EFFICIENCY FOR ENTHUSIASTIC ENTREPRENEURS

In addition to helping Specialist Mattis relieve some of his pain issues, setting up his VARIDESK® adjustable-height standing desk didn't slow him down. Because there are no complicated or specialized tools required for assembly, it was easy for him to put the desk together and get back to work in just a few minutes – which is extremely important for a busy, business-pitching entrepreneur.

“What I wasn't prepared for was the build quality and just how easy everything went together...I think we're all used to the...experience where you buy furniture and you need an engineering degree to put it together. I couldn't get over how easy it was to assemble the product, how thoughtfully engineered it all was, and then just how easy it was to use.”

ADAM MATTIS, ARMY SPECIALIST
(RETIRED)

“The way you all [VARIDESK] approach business is very appealing to an entrepreneur, because you are that startup-minded company, you do things differently, you approach business and people differently and it’s something that people want to be a part of...Why go buy a hot product [from a corporate retailer]... where it’s a...company with no face and no values when you can buy a product from a small company who’s innovating, who’s got a transcendent purpose, who’s trying to do the right thing.”

ADAM MATTIS, ARMY SPECIALIST
(RETIRED)



EMBODYING WELLNESS IN AN OFFICE DESIGN

Specialist Mattis joined the army right out of college, wanting to pursue a physical job that capitalized on his athletic interests and abilities.

When he joined the military he wanted the “hardest, most physically demanding job they had”. After deployment, injury, and military retirement, he still pursues health and wellness – so much, in fact, that his newest startup, Appalacia, is a project focused on the athletic, athleisure, and fitness space. Appalacia is a “mind-body environment” that features a coffee shop, fitness studio, and coworking space all in one, giving people the resources they need to be their best selves and do their best work. He realized how closely his vision for Appalacia aligned with the mission of VARIDESK and was excited to use VARIDESK solutions in both his personal and professional spaces.