



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES

Ohio State University South Centers  
Ohio State University Extension  
Ohio Agricultural Research and Development Center

Small Business Development Network

1864 Shyville Road  
Piketon, OH 45661

740-289-2071 x232 Phone  
740-289-4591 Fax

<http://southcenters.osu.edu/small-business>

## News Release

Iso-Aquatics B.O.O.M.

**Waverly, Ohio** – Tony Shutts is the founder of Iso-Aquatics LLC, and first-place winner of the 2013 BizLaunch Business Plan Competition sponsored by Fluor-B&W Portsmouth, Ohio State University (OSU) South Centers, Ohio Valley Bank, WesBanco Bank, and WesBanco Community Development Corporation.

Iso-Aquatics is a new venture developing physical fitness products for the worldwide market. Shutts says, “Our early focus is on professionally designed and medically endorsed, aquatic exercise devices, and support products. Our first product is a full-body in-pool workout device trademarked Aqua B.O.O.M.”

The idea for the Aqua B.O.O.M. began because of a problem Shutts was having with exercising. Shutts says, “I was having some foot problems, and I was having a difficult time exercising. I started going to the YMCA in Pike County to swim because I love to swim. I felt great, I enjoyed the swimming, and my foot problems began to diminish. In the process of swimming laps at the YMCA, I started doing some other exercises in the water and quickly realized the benefit of those exercises. I started developing a workout in the water and it became very meditative. I had a vision for a piece of exercise equipment that I thought would be good for water exercises. I started searching on the internet to find something along the lines of what I was thinking about and realized it didn’t exist.”

Shutts had a vision of the exercise workout that he wanted to do and thought he could accomplish it if he had the right piece of equipment. He says, “I’ve always been a relatively creative person with a lot of good ideas, so I decided to pursue the vision I had for the exercise equipment. I did some drawings and made a prototype in our garage out of pipe.” Tony shared his design creation with a professional designer friend who was very encouraging and helped Tony develop conceptually what we thought we would want the device to look like. “He also helped Tony record workouts because we felt those were intellectual property that needed to be protected along with the equipment.”



As Tony got a little deeper into this venture, he realized that he needed to meet with the Small Business Development team at OSU South Centers. He had met previously with Meagan Barnes, Business Development Network Leader about a couple of other business ideas, so he knew the value of their input. Tony says, "I have this entrepreneurial spirit about me, always looking for opportunity to create." Tony is a surgical assistant with the orthopedic group at Adena Health System. I work with the orthopedic group at Adena. "I've been in the surgical assistant field for 32 years so this opportunity is very exciting for me," he says.

According to Shutts, "OSU South Centers partnered me with Lowell Morrison, who is an Executive-in-Residence at Ohio State University. He has been a godsend. Lowell has spent endless hours assisting me and educating me to develop the business plan. He has given me encouragement as far as product development and manufacturing. I can't say enough about what Lowell has brought to the table for us as a company. It has been a fantastic experience. He's become a family member to me. He always answers my calls and my questions." Lowell assisted Tony with solidifying the business plan with a model. He and Tony are currently working on elevated design and manufacturing planning.

For more information regarding no-cost confidential business counseling from Ohio State University South Centers Small Business Development Center, contact Joy Bauman at 740-289-2071 x111 or email [bauman.67@osu.edu](mailto:bauman.67@osu.edu).

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