



BE HEALTHIER WHEN WORKING FROM HOME

A CASE STUDY ON KATIE ROWE MITCHELL

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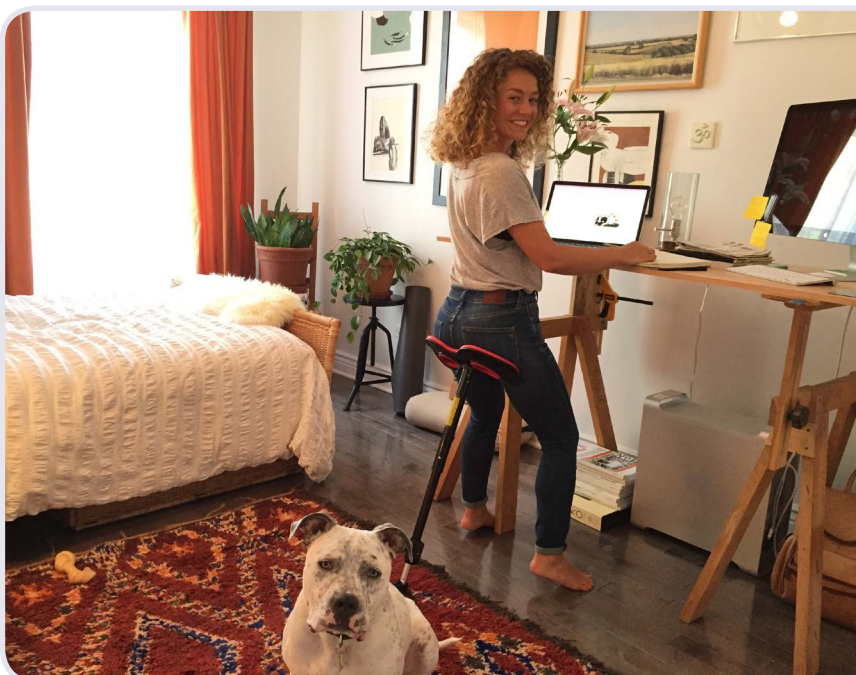
is a wellness warrior. For more than a decade, she worked behind a desk in a large corporate office and seriously suffered as a result of her sedentary work style. She felt overworked, overstressed, and physically uncomfortable in her workspace.

Contrastly, Katie found that she felt most engaged on both a physical and mental level when she was teaching yoga. The more she engaged with her students, the more she realized that her office problems were not isolated. Many of her clients articulated the same problems that Katie was experiences as a result of their workstyles.

Katie put two and two together and realized that her intimate understanding of corporate environments and knowledge of yoga and

meditation positioned her to make a change. So, she teamed up with her friend and fellow yoga instructor Nicole Elipas Doherty to launch Unfold Yoga + Wellness, a startup that brings accessible yoga and meditation practices to corporate offices.

Katie left her corporate job and began working on Unfold Yoga + Wellness full-time from her home office. Looking to work more actively, Katie built a standing desk and began working upright. She soon found that, despite being physically active, she felt fatigued standing all day. Enter the Mogo. Using the Mogo with her standing desk enables Katie to take an active break from standing, keeping her energy up and her muscles engaged. Katie has found that using the Mogo gives her a sense of freedom in her body while working. "It feels really nice to feel supported and also be able to move easily."



LOCATION:

Chicago, IL

OCCUPATION:

Co-Founder and Chief Executive Yogi at Unfold Yoga + Wellness

INDUSTRY:

Health and Wellness

FOCAL PRODUCTS:

Mogo Travel Seat