

## CLIENT SUCCESS STORY

# SENSI FIT

PENNSYLVANIA

**SBDC**

Small Business  
Development Centers  
Duquesne University



## MORE THAN A VIDEO: HOW SENSI FIT TURNED SBDC SUPPORT INTO A POWERFUL MARKETING ASSET

Originally from London, England, Izzy Hunter drew inspiration for Sensi Fit from her experience as a professional soccer player in the UK and Australia. Finding it difficult to train effectively away from her teammates during the offseason sparked an idea for a technology-driven solution to help athletes improve their performance.

Izzy launched Sensi Fit in Pittsburgh, where she continues to grow the sports technology company. Developing a solution that combines hardware and software has presented challenges, particularly as the team works through technology iterations and ensures its systems communicate effectively.

In June 2025, Sensi Fit connected with the Duquesne University SBDC through its Digital Media Production Program. Izzy worked with Tyler Benninger on video outlining, scripting, filming, and editing to produce a 45-second promotional video highlighting the Sensi Fit device's features and functions.

Shared across Sensi Fit's website and social media platforms, the video generated 4,696 combined views on Instagram and LinkedIn, helping the company expand awareness of its technology.

Today, Sensi Fit works closely with regional high schools and universities to test data and accuracy, improve athletic performance, and continue building connections within Pittsburgh's startup ecosystem.



We launched our product to customers in July of 2025 and the SBDC marketing video was a big part of being able to promote our product to a larger audience.

## SBDC ASSISTANCE

Digital Consulting Services

## CLIENT IMPACT

Video generated 4,696 combined views on Instagram and LinkedIn



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