









Kimberly Cayce KALYX

GoKalyx.com Goes Prime Time on ABC's "Shark Tank"

Startup active wear e-tailer handles 6,000 site visitors and \$4,000+ in sales following debut

Goals:

- Quickly upgrade website capabilities in time for ABC's "Shark Tank" debut
- Enhance web user experience and branding via professional site design
- Ensure site could handle web traffic spikes following "Shark Tank" episode
- Improve site's SEO, icluding organic search results

Results:

- Site handled more than 6,000 visitors in one day without down time
- Site processed more than \$4,000 in orders without errors
- Site ranked first on Google pages using key search terms
- Company saved thousands of dollars in web design costs

KALYX

KALYX sells activity-specific sports bras using signature K-Force Eco-Loving Fabric, a revolutionary ultra-lightweight technical fabric offering incredible stretch, extraordinary durability, superior softness and unparalleled wicking capability.

The Challenge

Kimberly Cayce, Founder and CEO of the start-up KALYX had the opportunity to appear on ABC's hit show, "Shark Tank", to pitch her company and compete for much needed venture capital. It was an opportunity that would expose her brand and website to millions of viewers, potentially resulting in thousands of dollars in sales. Kimberly needed a website that was up to the challenge. The current KALYX website had been built as a placeholder using basic template designs from GoDaddy.com during the initial stages as a start-up. It appeared too elementary and wouldn't

Fast Facts

- The Kalyx name is derived from the Latin word Calvx. the part of a flower that protects the petals during the bud stage, and the Greek word Kalos which means 'beautiful.'
- The KALYX Cares campaign supports City of Hope in the fight against women's cancers.
- Trendsetters like Jennifer Aniston and celebrity trainer Rebecca Cardon love their KALYX sports bras.

allow them to be seen as a real player among others in the competitive athletic apparel market. Because of exposure from the show, the traffic spikes alone could have shut down the site, which would have been disastrous.

Being a start-up, KALYX wasn't able to spend a lot of money to hire traditional agency web designers or an in-house site technician. Kimberly needed a simple, turnkey solution with shopping cart and backend infrastructure so that the site could be easily managed in-house by non-technical employees. It was important the design look professional enough to compete with high-end sites like Nike and Under Armour. Additionally, it was critical that it have enough server capacity to withstand the flood of first-time visitors that checked out the site.

The Solution

Cayce heard about Volusion from a friend and determined that its SMB ecommerce Platform was the "one-stop-shop" solution she needed. She tested Volusion's product through a free 14-day trial and found it to be extremely easy to use. Her team determined the envisioned KALYX brand aesthetic and submitted the custom design survey. The Volusion design team came back with samples targeted to their needs, making the revision process quick and easy.

Volusion offered the following features and benefits that were critical to the success of the project:

- Full Customization Volusion worked with KALYX to implement a high-end design
- Unlimited Scalability The easily-scalable architecture with advanced load balancing & dynamic resourcing helped KALYX meet its demanding spikes in traffic
- Mission Critical Hosting With 100% redundancy, virtualized hardware-independent systems, and continuous data backups with data clustering, Volusion offered KALYX the same technology infrastructure that powers systems for financial institutions
- Integrated SEO Site is completely search engine optimized resulting in top-ranked Google pages



A former NCAA-ALL American and All-ACC Team Member at Duke University, KALYX founder Kimberly Cayce competed on tours around the world as a professional golfer for 5 years.

Throughout her athletic career, Cayce became increasingly frustrated by the lack of attractive, comfortable and supportive sports bras in the marketplace.

While pursuing her MBA at UCLA, Cayce worked hand-in-hand with a cross-functional team of experts to develop the innovative activityspecific, environmentally-friendly KALYX sports bra line made from our signature K-Force Eco-Loving Fabric.

In September 2009, Cayce appeared on "Shark Tank," the ABC prime-time program where new companies compete to win much needed venture capital. Just prior to the show, Cayce upgraded the KALYX site using Volusion. The new ecommerce site successfully proved it had enough server capacity to withstand the flood of first-time visitors.

- Integrated CRM With an advanced ticketing system and all-in-one admin area, KALYX can manage the entire order process and customer experience from a single area of the store
- Product Zoom Enhanced merchandizing feature allows KALYX customers to instantly magnify product details
- Email System Built-in email system to easily communicate with customers in one central location
- Stringent Security Data is secured against theft or manipulation with integrated IP blocking, 24x7 surveillance
 and advanced encryption. PCI/CISP certification also ensures maximum protection of card-holder data. Volusion
 provides KALYX with a guarantee that their customers' credit card information is securely collected, protected
 and stored

The Outcome

Using the knowledge base given by Volusion and their dedicated ecommerce consultant, KALYX was able to load their own content.

The site went live the day of "Shark Tank". While Kimberly was unfortunately shot down for funding, KALYX received great publicity. Following the debut on the show, the site handled more than 6,000 visitors and \$4,000 in orders without downtime or technical difficulties. Additionally, Volusion's built-in search engine optimization capabilities have helped the KALYX website move to the first page on many Google searches.

It was easy to understand for our small company and it really empowered us. Additionally, pricing was transparent with no hidden fees as with other designers. The site looks like a million dollars on a shoe string budget.

I feel secure with the Volusion team because I know they take care of me and my company. While we didn't get funding, we received hope and encouragement from thousands of viewers to keep moving forward," said Cayce. "As our company grows we're glad to know that Volusion has the infrastructure and expertise necessary to meet the demands of a larger company.



Kimberly Cayce

