



BUSINESS DEVELOPMENT  
AND URBAN RESEARCH  
CENTER/SBDC/COLLEGE OF  
BUSINESS ADMINISTRATION

## SBA InnovateHer 2017 Competition

### Local Competition and Host Organization Information

**Contestant Name:**

Name: Alana Taylor

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**Product Description:**

Bath Buddy is a patented innovative therapeutic bath body pillow designed to help relieve pressure point pain resulting from extended contact with the hard surface of the bathtub through maximizing comfort by providing support for the neck, back and hips. Due to the fact that women drive 70-80% of all consumer purchasing, through a combination of their buying power and influence, Bath Buddy's specific market will include mothers of children athletes, women who suffer with and care for individuals with chronic pain, and pregnant women.

**Host Organization Information:**

Alabama State University Small Business Development Center  
915 S. Jackson Street  
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**Joinder Agreement Number:** A-2

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