



Camden CoLab
200 Federal Street, Suite 300
Camden, NJ 08103

December 3, 2015

Small Business Administration
Office of Women's Business Ownership

To Whom It May Concern:

The Camden CoLab is proud to submit *Think Like A Girl Engineering Kits* to the SBA for consideration in the final round of the 2016 InnovateHER competition.

Think Like A Girl is a project created by undergraduate engineering students to encourage girls to pursue studies and careers in engineering. The Kits are packages that encourage girls aged 6-12+ to learn about engineering fundamentals in ways that are geared towards girl interests while also connecting girls to real world technologies and real women engineers. Components include: an engineering activity, a gadget guide, a real woman engineering card, a real technology fact card, a design project, and a surprise. The packages are in their showcase stage and feature original illustrations. The kits are centered on "Gaby Gadget," a minority girl figurine.

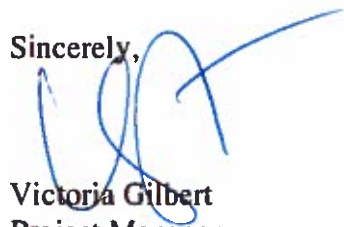
The Think Like A Girl team is young, inspiring, and motivated. They have a personal connection to their product, as females who felt discouraged in their studies. They are incorporating as a business and actively participating in business formation processes. Their product is clearly distinguished from existing toy and educational products teaching STEM skills (like Goldie Blox) due to their concentration on female minorities, sustainable elements, and unique, individualized boxes.

The product has a measurable impact on the lives of women because it enables mothers, daughters, students, and classmates to encourage each other to learn more about STEM subjects in an accessible, fun way. Think Like A Girl clearly documents why girls need more encouragement and guidance on pursuing STEM opportunities. The product has commercialization potential, and there is a clear pathway to bulk producing the boxes and selling them to both individual consumers and engineering companies, universities, and primary schools. The products fill a marketplace need; they are distinguished from and superior to existing STEM-educational materials, as detailed in the business plan.

We are excited about *Think Like A Girl Engineering Kits* and proud to submit this

winning package to the SBA's Office of Women's Business Ownership. Thank you for your support and this unique opportunity.

Sincerely,

A handwritten signature in blue ink, appearing to be 'Victoria Gilbert', written over the printed name.

Victoria Gilbert
Project Manager