



PO Box 764 • Laramie, WY 82073
wwbc@uwyo.edu 307.460.3943
www.wyomingwomen.org

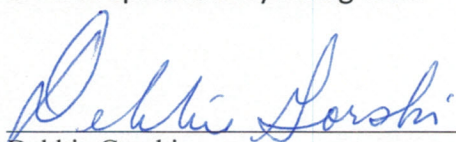
We nominate Full Circle Quilts as the Wyoming Women's Business Center candidate for the InnovateHer Challenge. The business model of Full Circle Quilts clearly fulfills all three of the challenge criteria.

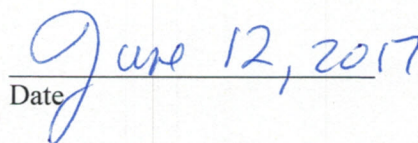
First, it shows an **impact on women and families** in a variety of ways. The product and business model provide a way for geographically-spread families to collaboratively send a quilt that gives both physical and emotional support in a thoughtful, quality, cost-effective way. Full Circle Quilts also impacts women and families by employing a number of under-utilized local groups throughout the state of Wyoming – seniors, displaced employees, and single rural mothers. The founder has been conscious about this employment selection and is committed to continuing to utilize the state's employment resources. There are a number of quality control measures in place for this state-wide model.

Secondly, Full Circle Quilts has already shown a **potential for commercialization**. The online order process does not limit customers geographically, and uses custom-built proprietary software for submitting a group order and sharing the cost of a gifted quilt. Fabric materials and supply partnerships have proven to be limitless for growth, and the founder has identified supplies at lower costs by purchasing not only bulk, but upcycled, scrap and post-season material. And, there is potential for many more employees to provide seamstress labor within the identified employment base, and the employment group demographic could also be mirrored in other states. The founder has also identified cancer-focused organizations that provide an appropriate and continual audience for the product. In addition, the founder has pinpointed added industries that the business model could easily apply to: weddings, anniversaries and newborns.

Third, Full Circle Quilts fills a **need in the marketplace**, as families have become geographically spread out, and need a personalized way to support their loved ones collectively. A great number of people are affected by illness in some capacity and at some point, and the business provides connection to families of a targeted niche in a difficult time. According to the founder, there is not an online quilt service that offers this personalized, cost-share model.

Full Circle Quilts is purposeful, efficient, economical, and employs mindfully. We believe it would represent Wyoming well.


Debbie Gorski
Executive Director


Date