

# **InnovateHER 2016 Challenge Competition**

## **Statement of support for International Milk Bank**

### **from The CUBE @ Midtown**

InnovateHER Competition 2016

Date of local Competition: November 19, 2015

Location: The CUBE @ Midtown

Winner: International Milk Bank (IMB), Inc.

Of all the participants in our local InnovateHER competition, we strongly believe that IMB has the greatest potential to reach women both nationally and globally by solving a critical problem that affects new-born infants world-wide.

IMB satisfies the Challenge Criteria as follows:

Challenge Criteria 1-International Milk Bank (IMB) has a measurable impact on the lives of women and families in several ways:

- By providing a resource for high quality human breast milk through its Pharmaceutical Grade Good Manufacturing Practices Plant. This resource will be available to pre-term babies in hospital Neonatal Intensive Care Units (NICUs).
- By providing options and freedom for women returning to the workplace post pregnancy and other situations such as traveling requirements, that contribute to a challenge or inability to produce.
- By providing an opportunity for compensation and a sense of giving for the donating women. The exchange, OnlyTheBreast.com, creates a feeling of community support and value, on both the receiving and supplying end.
- By providing incentives and drug-free requirements for donors, will contribute to the goals for Welfare participants both by regulating drug and alcohol use, as well as offering families another income source. The incentive will assist in motivating participants to be clean and eligible, and to give back to their community.

Challenge Criteria 2 -International Milk Bank (IMB) has the potential for commercialization.

International Milk Bank (IMB) has been in business through its exchange service, OnlyTheBreast.com, since 2012 and is currently adding 2500 donors every month. IMB is seeking investment capital to build a new, expanded processing facility, expand their workforce, seek additional FDA approvals and permits, and generally expand operations to the international market. This opportunity has gained a lot of interest in the investment community.

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Challenge Criteria 3- International Milk Bank (IMB) fills a need in the marketplace.

The U.S. breast milk demand is approximately 72,000,000 oz. annually with only 8,000,000 oz. currently supplied. This leaves a deficiency of 64,000,00 oz. which is steadily increasing. This shortage directly affects millions of pre-term babies and leaves them subject to life threatening disease, birth defects, recurring health issues from lack of antibodies, growth and development deficiencies from under nourishment, and a monumental increase in lifelong medical expenses.

#### Quotes from the judges:

Irene DeHuff, SCORE Chapter President

"I am continually amazed at the creativity, intelligence, and drive in our start-up community. The Milk Bank is a fine example of a firm dedicated to making our world a better place for families."

Kelly Northridge, Entrepreneurship Instructor, University of Nevada Reno

"The International Milk Bank is a values-driven company seeking to positively impact families in every aspect of its operations. The company economically and emotionally empowers women both as providers and users of the milk, and contributes to the health and development of our newest generations. The company is working directly with the FDA to define new standards for human milk processing that places the needs of families first – no additives, no enhancements, no chemicals, while still maintaining the highest of quality standards."

Jill Tolls, Adjunct Professor of Communications, University of Nevada Reno

"International Milk Bank has truly embraced the vision of improving the lives of women and children by meeting the very real need of breast milk shortages around the world. Their unique sanitization methods provides the safest substitute breast milk available for infants and provides an economic and altruistic benefit to the donors. In the end women on all sides and the babies they nurture live enriched lives."

***Karol Hines***

Karol Hines, Director of Program Support

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