

REDC InnovateHER Local Challenge Statement of Support

The Regional Economic Development Center (REDC) has selected Kristen Valenti and her business, Monkey Foot Designs, as the winner of the REDC Local InnovateHER Challenge. Monkey Foot Designs is a company that creates environmentally friendly washable bags with a waterproof lining and cotton exterior for families to use in many facets of their lives. Monkey Foot Designs is on the brink of expanding their line of eco-friendly products to help improve the lives of women and families to bibs, changing pads and nursing wear. Owner Kristen Valenti is committed to providing employment opportunities within the US for sewers of her products.

Has a measurable impact on the lives of women and families:

Monkey Foot Designs has created a product that helps women and mothers on the go, as their bags are built to endure the messy challenges women deal with like dirty diapers, gym clothes, laundry, etc. When women can spend their time focused on what drives them, instead of dealing with transportation issues of wet clothes or diapers, it gives them one less thing to worry about and brings them one step closer to achieving their goals. Monkey Foot Designs has provided bags to NASA, which are currently used in space; <http://info.nhpr.org/nh-womans-home-business-heads-stars>

Has the potential for commercialization:

Monkey Foot Designs is currently selling their products through 60 retailers and has utilized manufacturing methods to increase the creation of their products with demand. There is exciting potential for growth through the federal procurement system as well based on the contract with NASA.

Fills a need in the marketplace:

Monkey Foot Designs is the only large manufacturer of wet bags made with ProCare lining, which is more durable and commonly used in medical, diapering, and veterinary care markets. Owner Kristen Valenti, mother of three, knows the challenges of running a family and is positioned to expand this company to help fill additional marketplace needs in the family and child care market.

It is my opinion that Monkey Foot Designs should be considered for competition at the national level in the SBA InnovateHER competition.



Laurel Bistany
President

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