



Creating Jobs, Sustaining Communities and Protecting the Planet

December 2, 2015

U.S. Small Business Administration
InnovateHER Challenge

To Whom It May Concern:

Flat Out of Heels was the clear winner in our competition. One in 10 women wear high heels, 48% have experienced a shoe related injury and 78% have walked barefoot due to pain from heels. This product protects women and girls that wear heels and gives them a cost-effective alternative to high priced solutions without sacrificing quality.

Their presentation and business plan were thorough and detailed. They have a clear understanding of their market and early success demonstrates that. Using our scoring methodology, Flat Out of Heels scored 96 out of 100 possible points. We strongly support them advancing to the next round of the competition.

Sincerely,

A handwritten signature in blue ink, appearing to read "Justin Knight", is written over a horizontal line.

Justin Knight

667 NW 90th Street, Miami, FL 33150
EcoTechVisions.org
Office: 305-224-9461
Fax: 888-339-5911