

Substantial Magazine strikes a balance between inspiration and information, traditional and digital, community and family. Our focus on family has been a driving force for participation in events like the InnovateHER Challenge. As the premiere minority magazine in Eastern NC, we strive to motivate and educate the community on the importance of living a *SUBSTANTIAL* lifestyle.

The InnovateHER Challenge allowed us to shine the spotlight on businesses that are striving to improve the lives of women and families. The winner of the Substantial Magazine, Greenville NC Local InnovateHER Pitch Challenge is Freshspire lead by Mona Amin. Freshspire's focus on ending world hunger; a problem for many women and families across the globe, is an exemplary example of a small business that combines technology with social welfare to create a product that will service the needs of women and children. Incorporating the use of social media with a service that seeks to service the needs of women and children gives the company the potential for a larger footprint. The mission of ending world hunger allows for commercialization behind the company's geographical location.

During the presentation by Freshspire, their business plan was evidentiary as they provided strong examples of statewide and national rates on hunger and market needs. Since their inception, the company has been committed to developing strong ties in the community, and establishing relationships with grocery store chains and marketing companies. Their focus on the research and development portion of the technological aspects of the brand allowed for accurate financial projections and a complete forecast of potential revenue.

With 20% of NC families experiencing food insecurity, Freshspire is guaranteed to fill an existing need in its current geographical area that is easily amenable to long term global growth. Substantial Magazine is proud to endorse Freshspire as a sustainable business that supports the growth and development of women and families.

With Kind Regards,

Evelyne Billingslea

PR Director, Substantial Magazine