

November 8, 2015

Alethea Prattas
Microsoft Store – Westfield Topanga
6600 Topanga Canyon Blvd, Suite 2072
Canoga Park, CA 91303

EazyHold

The winner of our local InnovateHER Competition, is EazyHold, an innovative grip assist strap for American's with disabilities like arthritis, cerebral palsy, strokes, Parkinson's disease, autism and more. Many caregivers, nurses and therapists are women, and their product makes performing household and work tasks much easier for those have mobility handicaps. Their product is stylish, comfortable and more affordable than comparable items in the marketplace, plus comes in a variety of colors and sizes ranging from infants through adults.

It was created by sisters Wendy, Kerry and Merrily Mellin; who gave the presentation together at our local host competition of InnovateHER on November 6, 2015 at the Microsoft Store in Canoga Park, CA. They gave their pitch to our panel of three judges, and bought in samples of their products, as well as tools to showcase the functionality of the grips (broom, hair brush, toothbrush, etc). They also spoke to how the product is already selling their product and have earned more than \$45,000 in just a few short months. They are seeking funds to be able to manufacture more of their product and scale their company.

Sincerely,

A handwritten signature in dark ink, reading "Alethea Prattas". The signature is fluid and cursive, with the first name "Alethea" and last name "Prattas" clearly distinguishable.

Alethea A. Prattas