



**EQUITY, DIVERSITY AND
COMMUNITY ENGAGEMENT**

THE UNIVERSITY OF TOLEDO

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Small Business Administration
InnovateHER Team

It is with great pleasure that the University of Toledo submits this Statement of Support for One Seed Heritage Ltd, owned and operated by Hilary Dell of Cuyahoga Falls, Ohio, for the 2016 InnovateHER Challenge.

One Seed Heritage was the winner of our local round 2016 InnovateHER competition which included the submission of a business plan that was reviewed by an initial screening panel and a live pitch round judged by two small business owners, a business incubator CEO, the Dean of our College of Business and Innovation and a commercial business banking vice president. During the evaluation of the companies, their business plans and the live pitch presentations, there was wide consensus from our panel of judges that One Seed Heritage fulfilled all of the criteria for the competition.

One Seed Heritage products have the potential not only to be transformative in the lives of students and their families that purchase their uniforms, but even more significantly in the lives of the women, families and communities that make the uniforms. More specifically, on a global scale through their manufacturing processes, sourcing commitments, emphasis on fair trade and paying workers a living wage, One Seed has the potential to be transformative in the lives of the women and families that make their products. Literally lifting people out of abject poverty and creating a world of opportunities for the workers and their families that today is mostly unachievable. Further, through their educational programs, the impact that they will have on school children who wear their uniforms and participate in their global education programs has tremendous potential as well. Students are able to meet the maker of their uniform via Skype, participate in cultural programs about the Artisan and likely have a very unique and impressionable experience that will stay with them for a lifetime. Knowing the specific person that made their clothing and the impact that their purchase had on the lives of a person half way around the world could be significant for a student and get them to think differently about how, what and where they buy and how their purchases impact lives for good and in some instances potentially for bad. Giving them the chance to become very conscience about the impact of their spending. Further, the global awareness they can potentially gain from the educational modules that One Seed Heritage offers has tremendous potential as well. For example, Guatemala would not just be a country on a map in Central America, but a place with a face and a name for the student.

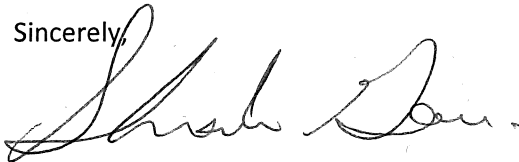
One Seed Heritage has had a successful pilot program and based on results from the pilot has the potential for successful commercialization. The company began the sales process in March 2015 for their product and services focused on a small number of private schools in Ohio. By May 2015 they had four schools signed up for their uniform programs and a fifth school in the works. Not only does the company demonstrate a solid understanding of the processes and key relationships to build in order to be successful with their production processes, but they also have a keen awareness of their primary target audience. Ms. Dell has been very effective at segmenting the school uniform market, targeting the portion of the market for which her product and services have the highest potential and developing a compelling position for her offering – “school uniforms with moral fiber” at a value that her target sees as a fit. In addition, the company has been able to maintain margins of 40-50% across their product offering during the pilot. Further, Ms. Dell has done an excellent job in her pilot program of helping her target audience see her uniforms and educational programs as helping them to fulfill key elements of their mission - social justice and service. Ms. Dell has a solid background in apparel manufacturing and commercialization and demonstrated tremendous technical mastery not only of the fair trade supplier networks, but at developing relationships on the ground with the women producing the products and creating educational programs that give her value proposition tremendous value add for her

target audience. We believe these strengths will help in the success of her business as she moves from start-up to the growth phase of her business.

One Seed Heritage's products and services also fill a need in the marketplace. From a tactical standpoint, the uniforms and programs can meet a tangible need for the more 5.2 million school children and their families attending the 30,861 private schools in the US. The company's uniform offering helps them meet the dress code standards for their schools. One Seed Heritage's value proposition however goes even further beyond this functional benefit and offers value to their participant schools both on a relationship and process level as well. From a relationship standpoint, students and their participant schools have an opportunity to create a real and transformative direct relationship with the products that they buy and the people that make them and incorporate cultural learning, language development and art into the learning process to create an even more engaged experience for the students. From learning about the life of the woman who made their uniform to modules where they learn about the basic elements of Tz'utujil culture to practicing their Spanish speaking and writing skills students have the opportunity to transform Guatemala from just a country in Central America to a real life, first hand experiential learning event. It is at this level that One Seed Heritage is filling a need in the marketplace for people and future leaders to be global citizens with an understanding of other cultures and ways of life. Further from a process standpoint, One Seed Heritage's approach to ethical and sustainable sourcing will fill a need in the marketplace to improve the lives and outcomes available for farmers and workers in developing countries. The focus on sustainable materials such as Organic Cotton has tremendous opportunities to be life changing for cotton farmers in the developing countries that One Seed Heritage works with. This commitment to sustainable and ethical sourcing for the development of their uniforms is also very well connected to helping the private schools target market fulfill their mission pillars of social justice and service and gives them added benefits knowing the story behind their uniforms is one of high ethical standards and transformative in the lives of the workers in the supply chain.

It is our honor to support the application of One Seed Heritage as a candidate for consideration in the National Live Pitch Round of the 2016 InnovateHER Challenge.

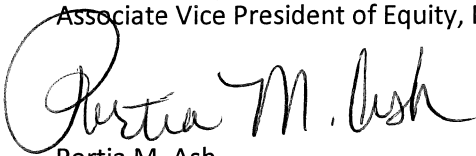
Sincerely,



Shanda Gore, Ed.D.

Chief Diversity Officer

Associate Vice President of Equity, Diversity, and Community Engagement



Portia M. Ash

University of Toledo InnovateHER Local Round Team Lead