



## Center for Innovation and Entrepreneurship

June 5, 2017

Dear SBA InnovateHER Reviewers,

Please accept this letter as a statement of support for our regional winner, Very-Veggie.

Although in the early stages of development, Very-Veggie targets a major shift that is occurring in consumer food preferences. This growing trend supports the development of new and more convenient access to vegan and other healthy foods. The selection of the Raleigh-area market is key to testing the viability of this business model. There's no doubt that vegan restaurants will be part of the food landscape in the near future. Very-Veggie is a forward-thinking venture with a passion for offering a healthy alternative to today's fast food restaurants.

Here are some of the comments from the judges who scored our regional competition:

"Love, love, love this! So needed! I'm so used to having a 'non-convenient' life when it comes to food, but this could change everything!"

"Good pitch - hits all areas (problem, solution, target, etc.)"

Sincerely,

A handwritten signature in black ink that reads "Laura Brogdon-Primavera". The signature is fluid and cursive, with the first name "Laura" being the most prominent.

Laura Brogdon-Primavera