

# 2016 InnovateHER Questionnaire

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4304 15th Ave S  
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**Business Name:** Eliza Anne Handbags, LLC

**Place of incorporation:** Minnesota

**Name of Product:** Eliza Anne Handbags

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**Two sentence description of Eliza Anne:**

A quick, interchangeable handbag lining system that gives women the opportunity to move their contents from one purse to another in a matter of seconds. Universal hardware strips allow the patented liner to be placed in any brand or style handbag of your choice.

**Description of how Eliza Anne will have a measurable impact on the lives of women and families:**

What is something everyone wants more of? Time. Too much of our time is wasted on making unimportant decisions in life. It's time to focus on what matters, and the liner was created to do just that. If it takes 10 minutes a day to change purses and you change 4 times a week, on average you are wasting 40 minute a week, 35 hours a year. Over 10 years that is 15 days of your life. "If you're making a bunch of little decisions...it puts our brains into a state of decision fatigue," According to neuroscientist and psychologist, Daniel Levitin. We all make decisions every day that affect our lives and the lives of our loved ones. Eliza Anne handbags allows women to focus on the ones that truly matter.

**How Eliza Anne has potential for commercialization.**

The two main avenues for commercialization of Eliza Anne handbags inserts, are to partner with established handbag companies and wholesale retailers. Since Eliza Anne inserts complement rather than compete with handbags, we plan to build relationships with popular brands, like Coach and Michael Kors, to tap into their existing distribution channels and already established \$106 billion consumer market.

**How Eliza Anne fills a need in the market place.**

"Fashion and function must come together to appeal to today's always on-the-go consumer," - Marshal Cohen from The NPD Group, Inc.

The Eliza Anne handbag system brings function to the \$106 billion handbag market. It can be seamlessly integrated into this marketplace by partnering with existing handbag companies to complement their lines and provide function to their fashionable lines.

By registering and entering a submission, I represent and warrant that I am the sole author and copyright owner of the submissions, and that the submission is my original work, or if the submission is a work based on an existing application, that I have acquired sufficient rights to use and to authorize others to use the submission, and that the submission does not infringe upon any copyright or upon any other third party rights of which I am aware.

 Agree

I attest that I am a citizen or permanent resident of the United States who is at least eighteen (18) years of age at the time of submission of an entry (or teams of such individuals); or (2) represent a private entity, such as a corporation or other organization, that is incorporated in and maintain a primary place of business in the United States.

 Agree