

Innovate Her Letter of Endorsement

Dear Innovate Her Evaluation Team,

We are delighted to endorse Sparkfire Active as our entry into the 2017 Innovate Her Competition.

We believe that Sparkfire Active is a winning entry for five very strong reasons.

1. We believe that this product fills a need in the market that is not currently being served. While there are products that are for girls and for grown women, the tween/teen market for activewear for a developing body, is significantly underserved.
2. The eco-friendly nature of the product means that customers can feel good about their purchase because it pulls recycled plastic bottles and goods out of landfills and turns it into beautiful, high-performance fabric.
3. Fair and safe labor practices are ensured during the manufacturing process. Samantha has gone in person and ensured that no child labor is used, a fair wage is paid, and that working conditions are safe and fair for laborers.
4. A portion of proceeds support first-generation girl scholars. For every 2 shirts sold, a day of school is funded. Sparkfire Active has already funded their first scholar at a school in Peru.
5. The social media and digital awareness around empowering girls and young women to be strong, smart, and bold will ensure that rising generations can reach their full potential. Statistically, across cultures globally, when we educate women, we empower communities. Sparkfire Active seeks to build passionate leaders amongst communities of young women who will "spark it forward" and continue working until all people have access to basic needs and educational opportunities.

We are so proud to endorse Sparkfire Active as our InnovateHer applicant for the 2017 competition.

Very respectfully,



Jaime Fulsang
Women's Business Center Director
The EDGE Connection