

November 30, 2015

To Whom It May Concern:

After a very competitive InnovateHER competition in our region, we highly recommend Samantha and Jared Rudolph, owners of Babyation, as a candidate for the SBA InnovateHER program. We selected them because they best met the 3 goals of the challenge and we believe their innovation is going to positively impact the lives of millions of women in the US and ultimately around the world.

Babyation's innovative breast pump is life changing for women as it enables women to retain their active lifestyle, return to work without requiring excessive breaks, multitask and pump with a convenience that has never been realized before. Currently, breast pumps require women to find private locations, focus solely on pumping and are bulky and cumbersome. Due to this inconvenience, many breastfeeding moms are forced to discontinue breastfeeding before their optimal or desired time.

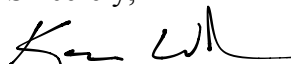
Babyation's breast pump was created by new parents Sam and Jared, to solve the problems and challenges listed above and address a rapidly growing industry that has not seen any real innovation in several years. Their unique breast pump is cutting edge and innovative as it is quiet and fits under a woman's clothes. It allows the breasts to stay covered with the revolutionary form factor. It is also a "smart" device as it provides data logging and interfaces with smart phones. Simply put there is nothing like it on the market today.

Babyation was selected not only because of their innovation and potential to impact on the lives of women and babies but also because they have the potential and wherewithal to commercialize their product and are very close to bringing it to market. Jared and Sam's expertise, experience, infrastructure and outside support provide them with the knowledge and resources required to commercialize their product. The pair was recently awarded the coveted and competitive ARCH grant that will provide additional assistance and support to help them bring their product to market.

In addition their target market is vast and hungry for something new and innovative. There will be approximately 2.8 million breasts pumping units sold in the United States in 2015, and that number will grow year-over-year as more moms enter the workforce and want to continue breastfeeding. Babyation's first pump will cater to the high end of the market: generally working, professional moms with disposable income. The breast pump industry is quite robust, and it continues to grow.

With outstanding entrepreneurial and technical skills, Sam and Jared have taken what was once a problem and found a solution for it. Their initiative has created a product that will greatly enhance the lives of women and children and impact an industry that has been technologically stagnant. Based on their performance, I have no hesitations recommending Babyation for our candidate.

Sincerely,



Kevin Wilson
Director

America's Small Business Development Centers St. Louis