



To:
Small Business Administration
Innovate Her Challenge

From: Catherine Collins, VP
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To Whom it May Concern,

The Vermont Center for Emerging Technologies (VCET) hosted the InnovateHER in Burlington Vermont on Monday, October 19th to a packed house of area entrepreneurs, students, and innovation ecosystem participants. Mamava, a company who delivers design solutions for nursing mamas on the go, was named the contest's winner.

We received 37 different applications for the competition but had to narrow it down to 6 companies for this pitch event. Wheelpad, JoyRyde, Recontext Solutions, ThinkMD, BioFlag and Mamava shared 5 minute pitches of how their company makes an impact on the lives of women or families. Over 100 people filled Hotel Vermont's Juniper Hall to hear these stories.

"The vibrancy, strength and diversity among Vermont's entrepreneurs was clear to all," said VCET President David Bradbury. "Teams came from Hardwick, Wilmington, Burlington and Middlebury and showed real solutions for genuine market problems ranging from cancer drug discovery, data science tools for education outcomes and anti-texting while driving apps."

Mamava rose to the top for this nomination for three main reasons:

- 1) Proven Potential for Commercialization - the company has not only a working prototype but has sold 59 units in 2013-2015.
- 2) Impact - the problem the organization is considering is real. 13 Billion dollars in medical costs could be saved if -- 90% of US mothers nursed for the first six months.
- 3) Need - The affordable care act makes support for nursing mothers the law, public spaces and offices are required to have private nursing spaces for mothers.

The judges, Kelly Scannell from Reading Plus, co-founder of Dealer.com Rick Gibbs and Mary Evslin founder of NG Advantage believed in the Mamava's team to successfully scale and run this company. They also ranked Mamava the highest in these three categories: 1) Proven

potential for commercialization, 2) Impact on the lives of women and families and 3) The need in the marketplace.

Since 2008, VCET has directly assisted over 900 start-ups and entrepreneurs, has hosted 44 interns and graduate fellows, has operated 3 coworking facilities, has curated an expert mentor network and has managed a \$5M revolving seed capital fund. VCET was co-founded by US Senator Patrick Leahy, the University of Vermont and the Vermont Technology Council. In 2013, VCET was named #11 globally and #5 in the US by the UBI Index based upon the outcomes achieved by the people, programs, partner network, coworking places and seed capital program.

We are excited to nominate and support Mamava for this national competition in Washington, D.C.

Best,

Catherine Collins

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