

Statement of Support

The Women's Business Center at the Local Development Corporation of East New York (LDCENY), has selected **Anthea Wallace** and her product **Anthea's Grano-lo** as the winner of its local 2016 InnovateHER business plan competition and hereby supports her nomination to compete at the National level.

The WBC hosted five workshops, including one orientation session and a four-Saturday series on writing a winning business plan. At least 13 women and 2 men attended these sessions. Only five business plans were received. Anthea Wallace, the owner and creator of Anthea's Grano-lo participated in each of these sessions and submitted her plan.

The WBC measured each plan received on a scale from 1-5, in four categories to evaluate each submission. These categories included the competition's main three criteria:

- a) **Does the product have a measurable impact on the lives of women and families?** – As part of a healthy and nutritional diet, Anthea's Grano-lo will help pregnant women with gestational diabetes to enjoy a high fiber, low calorie, delicious granola snack during and after pregnancy. The product is also not exclusive to women, as other members of the family may enjoy this healthy alternative to junk food and sugary products.
- b) **Does the product have the potential for commercialization?** – The product can be sold at retail locations as well as ordered online. Granola snacks have become a staple snack and healthy option for many consumers. The current price of \$8 is sensitive to other inferior competing products currently sold in the marketplace; hence there's a real opportunity for market share with the right marketing and distribution.
- c) **Does the product fill a need in the marketplace?** – According to the plan, almost 10% of the total US population has diabetes. Diabetes diagnosis has increased at a rate of 8% since 2010. Diabetes remains the 7th leading cause of death in the US. In NYC, Gestational Diabetes Mellitus (GDM), *the scientific term for this disease*, increased by 46% from 1990-2001 and increments were

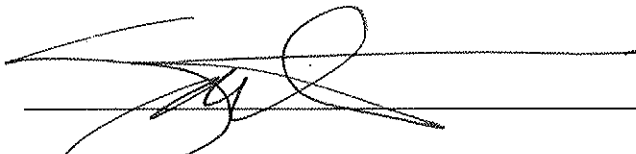
observed in all race/ethnicity groups. Finally, about 5% of all pregnant women will develop GDM during/post pregnancy.

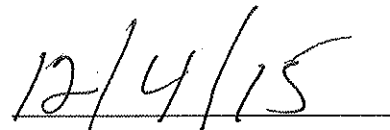
The fourth criterion was:

- d) **Is the participant a WBC client, and has the client been actively engaged in the utilization of the center's services?** – Yes, Anthea Wallace has been a client of the WBC for more than two years. She meets regularly with a business counselor and has participated in all the planning sessions for this competition.

The winner scored 18 out of 20 points in the evaluation process.

I, Santos Morales, Director of the Women's Business Center at the Local Development Corporation of East New York hereby recommend **Anthea's Grano-lo** to compete in the 2016 InnovateHER: Innovating for Women Business Challenge.


Signature


Date