



Host Statement of Support - InnovateHER

Judging Panel

As a background, our judging panel consisted of two SBDC Directors (one from Illinois and one from Iowa), one member of our local SCORE chapter, and two small business owners that are successful in their respective communities. Our judges have had substantial experience judging business competitions over the past 5 years and have judged over 17 competitions during that time frame.

Winner Description

The winner of our InnovateHer competition is JumpOnIt Mobile Deals, LLC which is a tech startup that offers a way for businesses to advertise to potential customers via text messaging. JumpOnIt has created databases of people that have opted-in to receive savings from local businesses on their phones. JumpOnIt currently is live in the Quad Cities area (both Iowa and Illinois cities); Nashville, TN; and Des Moines, IA and is launching in the Iowa City/Corallville, IA area and Murfreesboro, TN.

JumpOnIt's target market are women 18 and above that specifically makes offers that appeal to women and their needs but there will be some inclusion of other offers for the other people that are in women's lives.

The value proposition is that local deals are delivered straight to your smartphone, for FREE! Women can start saving money at their favorite local restaurants, shops, events, and more. In addition, their deals can be shared via Facebook, Twitter, and Text. This sharing unlocks bonus coupons and saves even more money.

Judges Comments

JumpOnIt provided a comprehensive and vibrant presentation to the judge's panel. The business concept provided a unique spin on the traditional discount coupon email or alert sign up, with a unique graphic communication via text message.

JumpOnIt was a proven model, with significant growth and a solid customer data set. This model has value long-term and is easily scalable across multiple markets and products, making it a commercialized concept.

Its impact on women and families is significant, providing moderate to low income families a way to reduce costs and control expenditures effectively.

The JumpOnIt offering holds a unique niche in the marketplace, with identified regional competitors not offering the same 'direct connect' methodology, and filing for a patent/trademark on the service will also further secure JumpOnIt's growing position in the market.

JumpOnIt has proven its commercial success and need in the market place already. It opened in one city and now has expanded to four in a short time, has an 80 per cent advertiser retention rate, and has an off the charts percentage opening of its ads. The ads are tied to the needs of today's busy mother/family including reduced prices at restaurants and a host of family oriented coupons. The opt-in delivery system for texts is the perfect medium for today's Millennials, who live and die by their text messages.

The JumpOnIt program should be able to continue to grow at a fast pace and, as it increases its knowledge of its client needs, grow even faster. Advertisers like the system because they get quick feedback on what is a hit with their customers and what is not. They can refine and target the JumpOnIt clients to further increase their revenues.

JumpOnIt has already done one round of raising private equity and that along with surrounding itself with mentors and seasoned advisers has positioned itself to be a successful and powerful women-owned business.

Summary

In summation, the JumpOnIt team provided the strongest, proven business model, with real-world success that meets and exceeds the InnovateHER criteria.

The Quad Cities Chamber is proud to offer to the SBA this selection for the InnovateHER competition and would be more than pleased to see this candidate compete in the finals.

Respectfully submitted,



Julie Forsythe
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Quad Cities Chamber