

BRIGHTBRIDGE

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December 2, 2015

U.S. Small Business Administration
Office of Women's Business Ownership

Reference: InnovateHER 2016 Letter of Support

It is with great pleasure that BrightBridge Inc. and the BrightBridge Women's Business Center submit **CPR Lifewrap** as our winner of our local competition. The product (CPR Lifewrap) and company address the criteria of the InnovateHER Challenge as follows:

Criteria #1 Measureable impact on the lives of women and families. This product has the potential to assist in providing essential life saving measures to any and all members of the family unit. The effective use of the CPR Lifewrap provides the ability to save a life. What a great impact that would have on the lives of women and families.

Criteria #2: Potential for commercialization. The company members being part of the medical community see the potential for the product not only in the home environment but also in the medical profession regarding CPR training. Training can be done at various levels in the commercial as well as home environment. Due to the low cost for product purchase, education costs in the use of the CPR technique will be minimized with a possible by product being the removal of some of the mystery of performing CPR. Wouldn't it be wonderful that if in the event of emergency we are trained (family members, coaches, teachers, scout leaders, etc.) to perform this life-saving technique.

Criteria #3: Fill a need in the marketplace. The marketplace needs a functional and lower cost alternative that can be implemented to the entire population (not to just those who can afford the expensive equipment). This can be compared to the smoke detection technology evolution. In the United States in the 1950's the technology was used only in major commercial and industrial facilities due to their high expense and large size. Then with the change in technology in the 1970's a device for home use could be purchased for \$125 per device. And now today a smoke detector can be purchased for as little as \$6 retail. The CPR Lifewrap can have a similar impact in our marketplace. This product uses a different technology but has the potential for significant impact.

See Enclosure for the business owner's point of view regarding how the product meets the criteria of the InnovateHer challenge. Thank you for the opportunity to participate in the InnovateHER 2016.

Sincerely,



Mary Sedrick
Director, BrightBridge Women's Business Center

Enclosure: THE CPR LIFEWRAP

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THE CPR LIFEWRAP

Women are the natural caregivers of the world. We strive to care for others and correct the wrong in the universe. So with this said, it is of no surprise that the CPR assistive device called the CPR Lifewrap was born from a woman. The CPR Lifewrap was not around when my sixteen year old niece decided to commit suicide. Paramedics arrived and managed to revive her but, she was deprived of oxygen for too long. My niece passed away the next day. I often hear stories about frantic parents running the lifeless bodies of their children to Paramedics. During emergent situations we sometimes panic and forget what to do. The CPR LIFEWRAP acts as a guide for saving lives.

Eighty percent of all accidents happen in the home environment where women make up a large portion of caregivers for children. Seventy percent of people in the United States alone feel inadequate about performing CPR. This tells me one thing; there is still a need for an affordable and capable device that can provide simplicity to this lifesaving technique. The CPR LIFEWRAP is a plastic, pliable, disposable device. It has an attached mouth barrier with a one way valve, embossed hand placements, and simple CPR instructions etched on top of the wrap.

The CPR assistive device market is growing exponentially with the larger companies grossing five hundred million to one billion dollars in sales last year alone. The market is set to grow by thirty percent next year.

Enclosure