

**InnovateHER 2016 Nomination Package**

WINNING ENTRY:

**Project Lead:** Gina Heitkamp  
**Company Name:** Gengirl Media, LLC  
**Product Name:** iBesties  
**Address:** 5141 California Ave., Suite 200, Irvine, CA 92617  
**State of Incorporation:** California  
**Website:** [www.iBesties.com](http://www.iBesties.com)  
**Phone:** (714) 742-4462  
**E-mail:** [gina@ibesties.com](mailto:gina@ibesties.com)

---

HOST ORGANIZATION:

**Name:** University of California, Irvine, Institute for Innovation  
**Address:** 5141 California Avenue, Irvine, CA, 92697-7700  
**POC Name:** Carolyn Stephens  
**POC E-mail:** [Casteph1@uci.edu](mailto:Casteph1@uci.edu)  
**POC Phone:** (949) 824-3797

---

DESCRIPTION OF PRODUCT:

iBesties is a toy brand that inspires entrepreneurship, business, and technology learning through dolls, books, and online “edutainment.” Targeted at girls ages 6-11, the brand is a modern take on a traditional business model.