

Letter of Support

To the SBA Selection Committee,

By November 30th we received a total of eight applicants. While all were quite impressive, only two were most aligned with the selection criteria for the InnovateHER competition. We hosted a panel-based Q&A comprised of Janis Collins and Jen Gabler, co-founders of The Refinery and myself, a lead mentor of The Refinery with each of the two finalists on December 2nd. We were most impressed with GoKid, a local, Westport/NYC-based company for its mission, leadership team and GTM strategy.

GoKid best satisfied the Challenge criteria and presented the greatest potential for success.

A measurable impact on the lives of women and families

- GoKid's market is made up of the 50 millions of parents in the United States (and multiples globally) who spend hours each day driving their children to and from school, sports, social functions, and other extracurricular activities, significantly reducing their productivity at work and increasing emissions and pollution.

The potential for commercialization

- GoKid = Evite + Uber (with trusted parents/caregivers) "We are the first solution **integrating an invitation based approach like evite with the technology mobility solutions like Uber**"
- GoKid continues to advance conversations regarding partnerships with DOT and School districts in CT
- GoKid plans to integrate with scheduling/calendaring for a "whole family solution"
- GoKid's GTM includes leveraging management, funding and technology contacts from their impressive career and social networks - Viral Marketing; SEO / SEM; Target Bloggers; Content Marketing; Email Marketing

Fills a need in the marketplace

- In the United States there are 50 million school age children that need rides to daily activities. Their parents and caregivers are eager to find ways to save time and money and reduce traffic. GoKid is designed to make their lives easier, and the world greener.

In addition to the key evaluation criteria, we were excited about the leadership team. They are experienced entrepreneurs/ investors with deep legal and business experience who understand entrepreneurship, investing, technology... And, as parents, they understand the problem, which makes them well poised to launch a solution for modern families.

HBO

Disney



ProSiebenSat.1
Media AG



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Best,

Christine Gelhaw

Mentor, The Refinery

201.452.1404

camcgarry@yahoo.com

therefineryct.com