
Value Retail Group Inc.

Memorandum

To: InnovateHer Challenge Organizers

From: Monica Brown, President
Value Retail Group Inc.

Date: March 23, 2017

This abstract is submitted for consideration of the SBA's InnovateHer 2017 Challenge. I have contacted several former hosts listed on the SBA InnovateHer 2016 website. Most former hosts failed to respond. The few that did indicated funding has not been provided yet for this challenge. However, submissions under this challenge are already appearing on the Challenge.gov website. Below is the short abstract regarding the Life Air Compact Disc for Passenger Vehicles. If this challenge is moving forward, please have a local host in Florida, so I can complete the local submission process.

Abstract from Life Air full business plan:



Cars and other passenger vehicles trap long-wave energy inside the vehicle, creating a greenhouse effect which can quickly become dangerous to humans and pets. Within 40 minutes the temperature inside a car can raise from 70° to 104° and will continue climbing as time goes on. Temperatures inside a car or passenger vehicle can raise to dangerous temperatures even when the car is not parked in direct sunlight or the temperature outside is below 66°. These raising temperatures are particularly dangerous to dogs and other animals who have higher body temperature (101° - 102°F for animals versus 98.6°F for humans) and do not perspire as humans do. The Life Air Compact Disc is designed to deliver sufficient cooling to occupants (human or animal) in a hot car to prevent death or permanent brain damage to the occupant trapped inside a locked vehicle.