



December 4, 2015

To whom it may concern:

I have the honor of presenting Hoot Studio, our winner of the Ohio SBDC at Columbus State's regional InnovateHER competition for your consideration to become one of the 10 finalists chosen to compete in March 2016.

We see thousands of potential business owners come through our center every year and since the beginning, Anna Brown has stood out as a truly dedicated individual with a clear vision for her studio. She and her husband, Christopher Brown plan to open Hoot Studio, a multi-sensory activity center designed specifically for children with special needs. The company will provide inclusive play-based services including open gym time, art classes, music classes, and fitness classes. Hoot Studio will be a gathering place for families of children with special needs. The studio's vision is to create a compassionate community through inclusive, interactive play for ALL children. Therefore, the business is not exclusive to children with special needs; ALL children are invited to come play at Hoot Studio, as the company's goal is to build stronger children, families, and stronger communities.

Anna has a passion for her work as she has many years of experience training and evaluating therapists. She has worked with children with special needs for over seven years and is skilled at adapting environments to nurture inclusion. She holds a Master's Degree in Special Education and is presently pursuing board certification to become a Board Certified Behavior Analyst.

Hoot Studio met the contest's criteria in the following way:

- *Has a measurable impact on the lives of women and families (30%)*

Hoot Studio will greatly impact the lives of women and their families by providing a safe gathering place for children to be themselves in a nurturing and fun environment. With the parent haven, parents of children with special needs will have a place to relax and also build a community with other families in similar situations. Parents will have the ability to create official or unofficial support groups in order to not feel as alone or isolated.

- *Has the potential for commercialization (40%)*

Once this location is up and running, the Browns plan to replicate the center across the state, with the potential to help start franchise locations across the country. The closest gyms with similar business models exist in Georgia, Texas and California.

- *Fills a need in the marketplace (30%)*

There are approximately 18,500 children with documented disabilities that live in Franklin County, Ohio. These families experience a lack of belonging within their communities. Currently, there aren't any play facilities geared towards children with special needs in the entire State of Ohio.

1 in 6 children (3-17 years of age) has a disability according to the CDC. That's roughly 15% of the 50 million school aged children in the United States this year or 7.5 million children with documented disabilities.

The time is now to help make a positive impact on the lives of these children and their families. I humbly request your consideration for Hoot Studio as one of the 10 InnovateHER finalists for 2015.

Please feel free to contact me with any questions. I can be reached at 614.287.2338.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ariana Ulloa-Clavarieta', with a stylized, cursive script.

Ariana Ulloa-Clavarieta
District Director