

Cover Letter



COVER LETTER Challenge.gov

1. Winner information

Name: Dr. Brandy Adams

Company: Thirsty LLC (plans to register in Georgia) Product: "Canaan Care" Bio-derived System

Product info: Oral and topical skin treatment for various conditions such as eczema.

Address: 10 LaFiere St, Fort Bragg, NC 28307 Phone: 404-427-4492

Email: brogers.adams@gmail.com

2. Host information

Name: Women's Business Center Fayetteville at The Center for Economic & Empowerment (CEED)

Address: 230 Hay Street Fayetteville, NC 28301

POC: WBC Director Lexi Hasapis 910-323-3322 ext 31 LHASAPIS@NCCEED.ORG

3. Product description

Canaan Care is a two-part system, comprised of an organic oral vegetable capsule and topical balm, that is aimed at addressing health issues plaguing millions of women and children diagnosed with Psoriasis and Eczema. This treatment system's primary constituents are bio-derived and full of antioxidant properties that improve overall health without the damaging and disease causing side effects of most mainstream pharmaceuticals.

4. Total numbers

We hosted 12 applicants that pitched their ideas and/or businesses at our "Pitch Party" May 25, 2017.

Thank you for your consideration. Please let us know if you need anything else. We look forward to hearing more about the selections and the main event! You will find the business plan and statement of support attached.

Sincerely,



Lexi Hasapis



230 Hay Street Historic Downtown Fayetteville
9103233377 www.ncceed.org



Process for Host Organizations to Submit Their Local Winners:

No later than June 23, 2017, host organizations must select and submit one winner from the local competition along with a nomination package to SBA through this website. The nomination package must contain all of the following:

1. A single cover page detailing:
 1. The name of the winning individual (in the case of a winning team, please provide the name of the team's self-identified project lead); company name (if applicable); product/service name; company address, city, state, and place of incorporation (if applicable); product/service website (if applicable); telephone number of winning individual; and his/her e-mail address;
 2. The host organization's official legal name, street address, city, state, designated POC, and his/her best contact number and e-mail address (Note: This information must match the information provided by the organization as part of its request to SBA to host a local competition);
 3. A concise, two-sentence description of the product or service (Note: this description may also be used in promotional or informational materials in connection with InnovateHER).
 4. The total number of applicants that participated in the host organization's InnovateHER competition.
2. A business plan from the winning individual/team (maximum length: 20 pages, including attachments).
3. A signed statement of support prepared by the host organization that explains why the winner of the local competition best satisfied the Challenge criteria and presented the greatest potential for success (maximum length: 2 pages).



Business Plan

Cover Page

I. Dr.Brandy R. Adams
Thirsty, Inc.
"Canaan Care" Bio-derived System
18 LaFiere Street, Fort Bragg, NC 28307
404.427.4492
brogers.adams@gmail.com

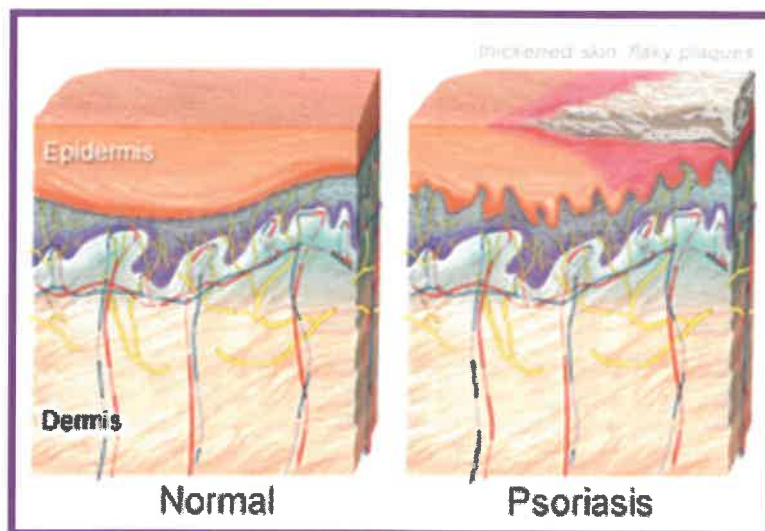
II. Canaan Care is a two-part system, comprised of an organic oral vegetable capsule and topical balm, that is aimed at addressing health issues plaguing millions of women and children diagnosed with Psoriasis and Eczema. This treatment system's primary constituents are bio-derived and full of antioxidant properties that improve overall health without the damaging and disease causing side effects of most main stream pharmaceuticals.

III. *The total number of applicants that participated in the host organization's Pitch Party: 12*

*"For the Lord thy God bringeth thee into a good land, a land of brooks of water, of fountains and depths that spring out of valleys and hills; A land of wheat, and barley, and vines, and fig trees, and pomegranates; a land of oil olive, and honey;"
Deuteronomy 8:7-8 KJV*

Executive Summary

Canaan Care is a two-part system that includes an all-natural oral capsule and topical treatment, where all components are organic when possible. This treatment is aimed at addressing the health issues plaguing millions of women and children who are diagnosed with Psoriasis and Eczema. Psoriasis is a common skin inflammation (irritation and swelling)



characterized by frequent episodes of redness, itching, and thick, dry, silvery scales on the skin; while eczema is an atopic dermatitis (AD) or chronic skin condition characterized by dry, itchy skin common in many children. Current products marketed to resolve these conditions do so while increasing your risk of infection or make it difficult to fight persisting infections. Even more alarming, these products increase your risk of developing cancer. This negative impact to your immune system is not only undesirable but dangerous to your overall health.

Canaan Care is aimed at providing an all-natural solution (organic where possible) to address chronic skin conditions without the harmful and toxic side effects of most the products that claim to alleviate pain and reoccurrence of skin plaques. Our treatment system will not only improve these skin-related conditions, but will likely improve one's overall health by targeting the skin pathology, using natural solutions with no known side effects. Our goal is to distribute our product throughout the United States and eventually sell and distribute within the global market. Canaan Care is but one of the many products that my company, Thirsty Inc., will sell as a part of a larger hydration campaign "HydrateHer, HydrateHim, HydrateThem." Canaan care will assist with naturally healing and hydrating our skin, which is the body's first line of defense and largest component of our immune system. While USDA certification is not required for natural and organic products, Thirsty, Inc. will seek USDA Organic accreditation for all of its products to include the Canaan Care system.

Product Aims

Measurable Impact: Women and Children

My treatment system is aimed at addressing the health issues plaguing millions of women and children diagnosed with Psoriasis and Eczema, extremely common and well characterized skin diseases. Approximately 7.5 million people in the United States are impacted by Psoriasis. Similarly with Eczema, an atopic dermatitis (AD) chronic skin condition, 10.7% of the US population is impacted. According to the American Academy of Dermatology (AAD), 90 percent of people with AD get it before age 5. The severity of these skin diseases includes dis-colored, itchy, patchy, scaly skin that often causes embarrassment, sensitivity to light and clothing. The quality of life, for those suffering, especially women and children, is negatively impacted and significantly altered without a side effect free solution.

Commercialization: Potential and Plan

The Canaan Care 2-part system will cost \$35 per unit, where the salve will individually cost \$20 per unit. Purchases made online will have the option of selecting a monthly subscription for the system or salve, sold separately. My 3-year profit/loss projection is based on selling 75 system units per month in the first year of sales, doubling sales in the second year, and tripling sales in the third year. The treatment system will complete the USDA Organic certification, which costs an initial fee of approximately \$399, and may take up to two years to complete. The initial research and development, manufacturing, and distribution will be conducted at the North Carolina Research Campus (NCRC) Ready-To-Use-Laboratory and Office Space. The cost to lease laboratory space in the Research Triangle Area costs approximately \$21.00/SF/Year. My product will be sold online, in local and national retailers, both mainstream and organic markets, at festivals, conventions, and the like.

Marketplace: Meets the Need

This holistic and organic treatment system, compromised of a topical and internal treatment, is a novel approach to proactive health care. Hydrating our bodies, inside and out, is essential to overall healthcare. When combating autoimmune diseases, we must energize our immune system while also protecting our skin, the body's largest organ and first line of defense. Canaan Care, unlike our primary competitors, is aimed

at preventing the occurrence of autoimmune skin conditions and treating existing conditions by bolstering the immune system and not suppressing it.

Product Rationalization

It's easy to think of psoriasis as just a "skin condition" Psoriasis; however, starts underneath the skin. Psoriasis is a chronic (long-lasting) disease of the immune system that can range from mild to severe. Like most chronic illnesses, psoriasis may be associated with other health conditions such as psoriatic arthritis, Type 2 diabetes, and cardiovascular disease. Psoriasis is a serious medical condition. Approximately 7.5 million people in the United States have psoriasis but this condition is primarily seen in adults. This condition usually occurs on the scalp, knees, elbows, hands and feet, making it very painful, noticeable and embarrassing for many people, especially women who struggle to cover up these tender, discolored, and patchy areas. Approximately 80 percent of those affected with psoriasis have a mild to moderate condition, while 20 percent have moderate to severe psoriasis affecting more than 5 percent of the body's surface area.

Eczema is an atopic dermatitis (AD) chronic skin condition characterized by dry, itchy, and often cracked or discolored skin. "Dermatitis" refers to a condition of the skin and "atopic" relates to diseases caused by allergic reactions, a condition that many infants and children suffer with daily. As an atopic disease, AD is in the same classification as hay fever and asthma. There's currently no known cure for this common disease. Statistics from the National Eczema Association (NEA) show how common AD and eczema are. The prevalence of childhood AD is 10.7 percent in the United States. Approximately one in three children with AD has a moderate to severe form. For adults, the prevalence is as high as 10.2 percent. According to the American Academy of Dermatology (AAD), 90 percent of people with AD get it before age 5. It's rare that somebody will be diagnosed with AD if they didn't have it as a child. There seems to be a genetic component to AD. People with AD typically have a family member affected by AD, allergies, or asthma.

Canaan Care's two-part system will address the health issues associated with common chronic skin ailments by approaching the internal and external root components of the conditions. Our belief, at Thirsty, Inc, is that treating the systemic pathological sources as well as the topical sources of inflammation and plaque

formation will better resolve these skin issues and lead to overall improved health. This unique approach and benefit of our Canaan Care system sets it far above the bar of any product on the market advertised to improve skin health.

My Story

Several members of my family suffer from allergen (related to allergy) induced skin conditions. From childhood through adulthood, dry skin, eczema, and psoriasis has negatively impacted my family members and increased our sensitivity to allergens. My son, as a 6-month old baby experienced excessive dry and irritable skin. His pediatric dermatologist recommended a variety of treatments that improved his overall skin health. In the more severe cases, as with my oldest sister, it has been a severely painful and embarrassing experience. The darkening of skin, continual pain of open and broken skin, and the constant battle with covering up these embarrassing marks and sores, appeared never ending. In an effort to improved her skin conditions, she used a pharmaceutical product, marketed for psoriasis. She continued to battle those skin conditions, experienced a decreased in the production of her immune system cells, and has since completed her second round of chemotherapy.

Since graduate school, I have studied holistic approaches to health, more specifically, remedies to address environmental allergens. I also began exploring essential oils and their healing elements, while completing my doctorate. Even though this internal dialogue began years ago, the planning and research phases have been a continual process. I began mixing and testing my product last year and am continuing to improve its quality, efficacy, and effectiveness.

Product Composition

Canaan Care is a 2-part treatment system that consists of a topical salve and an oral solution. The salve consists of the following constituents:

- Essential Oils (EO): Wheat germ/barley, grape seed, and pomegranate
- Organic olive oil
- Organic honey
- Binding element: Organic Beeswax

The all natural oral solution is encapsulated in a vegetable casing and consists primarily of oregano oil, figs blended with organic honey, and water to dilute.

Current Company Status

My company is currently in the research and development phase. Several batches are being made, measured, and characterized for consistency. The testing phase began on May 1, 2017.

Canaan Care Objectives

Canaan Care is aimed at providing a natural solution to chronic skin conditions without the harmful and toxic side effects of most products that claim to alleviate pain and reoccurrence of skin plaques. My treatment system will serve as a preventative method and proactive approach to health, by being incorporated into a continual health routine. Reactively, it can also be adopted to provide relief, reverse the effects of allergens, and remove toxins at an effective cost and without the need for prescription. The ultimate goal of this product is to improve the overall quality of life; both internal health and exterior health and appearance for young children and women who are often emotionally impacted by the many pains associated with these conditions.

Phase I (Next 6 Months)

Several batches of the salve are being developed and tested for optional skin improvement. Human test subjects will agree to and sign a liability waiver form, in order to be tested with novel products and release Thirsty, Inc. from liability during the early phases of testing. Qualitative analysis will be conducted by examining and comparing before and after images of skin areas selected for treatment. Using 5 test subjects, I will evaluate the skin area overall tone, ability to heal plaques, and reduction in inflammation over a 6-month trial period. The test subjects will concurrently receive the system's second component, the vegetable capsule, to bolster the system's overall impact, over the duration of this first trial period. We will then also conducted quantitative analysis using immunohistochemistry and microscopy. Participants will additionally sign a non-disclosure form to protect the product's system, recipes, and technology (honey matrix encapsulation), prior to patenting.

Phase II (Next 12 Months)

I will disseminate samples of my product in person as well as online via my Thirsty Inc. website (in the design phase). Canaan Care will also be sold in various venues that allow vendors to include, but not limited to, military Post Exchanges, festivals, and conventions. My online website will provide educational resources about common skin conditions like Psoriasis and Eczema, as well as provide a variety of holistic and natural products, to include the Canaan Care system. Concurrently, a second set of test studies will be performed on a new set of test subjects with the same or similar skin conditions. Once a body of research can be used to confirm the treatment system's efficacy and effectiveness, I will begin the process of marketing my product to large retail chains, to include, but not limited to, Whole Foods and Walmart.

Marketplace Gap

Natural approaches and remedies to today's health issues are far more attractive to people than they were just 20 years ago. The health industry is a multi-billion dollar industry and the possibilities to improve health and generate income are endless. A GNC franchise initial investment cost approximately \$192K to \$354K. My home-based e-commerce business initial costs, for research and development purposes, was approximately \$200. As my product proves its effectiveness and vitality, it will cost approximately \$40 - \$100K to purchases reagents, rent space for processing, and package and ship to customers; as well as market my product to the international community.

Competition

Humira - An FDA-approved drug that treats various skin conditions. This drug has fatal side effects that include serious infections such as tuberculosis (TB) and infections caused by viruses, fungi, or bacteria that can spread throughout the body. Some people have died from these infections. Humoral can also cause cancer. This drug is a

tumor necrosis factor (TNF) inhibitor and reduces your body's immune response to the development of certain cancers.

Stelara a - An immunosuppressant that can treat plaque psoriasis and psoriatic arthritis. Stella has the same side effects as Humira, but also can cause skin allergic reactions in the form of hives, itching, headaches, seizures, diarrhea, and stomach pain.

Target Market

Canaan Care 2-part system can be used by anyone but will specifically target the following:

Age group: 6 months and up

Cases: Skin conditions and plaques marked by inflammation, infection, the growth of fungus, and yeast.

Thirsty, Inc. will seek retail distribution agreements with local natural solution markets like the Apple Crate Natural Market in Fayetteville, NC and Nature's Own Market in Southern Pines, NC. We will also seek agreements with larger, global health store and diverse food markets like Whole Foods, Trader Joe's, Earth Fare, and Fresh Market; as well as the more traditional grocery stores Publix, Kroger, Target, and Walmart.

Marketing Plan

Search engine optimization and paid search: My content and blogging efforts will target being ranked competitively for keywords like "organic skin salves", "natural skin remedies", and "natural skin treatments." I will also invest in both Google Adwords and Facebook Ads to take advantage of their PPC services with optimized landing pages for conversion.

Social Media: I will maintain a Facebook and Twitter page to educate and encourage those suffering from skin conditions to use our product. On Instagram, I will launch campaigns and contest to encourage user-generated images which I will then upload

to our product pages to build a community around my brand and the values for which I stand.

PR: I will promote my story, values, and products to health blogs and magazines emphasizing my natural solution system.

Financial Plan

My 2-part system will cost \$35 per unit, where the salve will individually cost \$20 per unit. Purchases made online will have the option of selecting a monthly subscription for the system or salve, sold separately. Thirsty, Inc. will sell other natural products that will periodically be bundled with the Canaan Care system and sold at discounted prices. My current projections based on selling 50 system units, in the first month of sales, is as follows.

Traditional Income Statement		
Panel A		
Sales	\$1750	\$35/unit * 50 units
Cost of goods sold	\$500	\$250* + (\$5/unit X 50 units)
Gross margin	\$1250	
Selling and administrative costs	\$350	\$250* + (\$2/unit X 50units)
Operating profit	\$900	

Contribution Margin Income Statement		
Panel B		
Sales		\$1750
Variable costs:		
Cost of goods sold	\$250	(\$5/unit X 50 units)
Selling and admin	\$100	(\$2/unit X 50units)

Contribution Margin Income Statement	
Total variable cost	\$350
Contribution margin	\$1400
Fixed costs:	
Cost of goods sold	\$250*
Selling and admin	\$250*
Total fixed cost	\$500
Operating profit	\$900

Over a 3-year time period, we project that we will sell 50 units/month in the first year, 100 units/month in the second year, and 150 units/month in the third year. The loss/profit projections are based on estimates for manufacturing, distribution, and operating costs.

Profit/Loss Projection								
Panel C								
Year		1		2		3		
Sales		\$21000		\$42000		\$63000		
Cost of goods sold		\$3250		\$6000		\$9000		
Gross Margin		\$17750		\$36000		\$54000		
Selling and administrative costs		\$350		\$350		\$350		
Operating profit		\$17400		\$35650		\$53650		
Total profit						\$106700		

Manufacturing and Distribution

Canaan Care products production will occur in the leased laboratory spaces at NCRC in Research Triangle Park, NC. Thirsty, Inc. will design and create the product labeling materials, however, we will purchase cosmetic containers from The Container Store for the salve. Following the preliminary requirements for USDA Organic Certification, we will produce and package all solutions. Product batches will be refrigerated during stored and throughout shipment, with the labeling encouraging patrons to keep the unit refrigerated during use. As our demand increases, we will begin exploring the expansion of our team and resources in order to supply our customers with ample products.



About the Author

I am a spiritually minded woman who loves God, her family, and her community. I have become a nutritional enthusiast, always finding better foods and ways to feed my family. I'm a military wife and mother of two, a 3yr old son and 17 month old daughter. I enjoy working out and working hard at all that matters most to me.

I have a bachelor degrees in Mathematics and Civil Engineering, and a doctorate in Bioengineering from Georgia Institute of Technology. I have run one marathon and one half marathon and look forward to future races. I'm a true believer that God has given us everything we need to thrive in life, we just have to trust Him and use our gifts.

Letter of Support

To: The Small Business Administration

From: The WBC at the Center for Economic Empowerment and Development

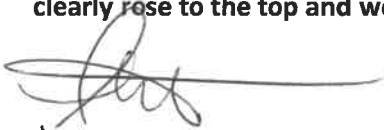
Subject: Letter of Support for Dr. Brandy Adams

Date: June 13, 2017

The WBC at CEED is pleased to support the selection of Dr. Brandy Adam by our InnovateHer judge's panel for 2017. Our pitch event was held on May 25 and we had 12 very credible and viable "pitchers" this year.

Brandy does a good job in her business plan of addressing why she feels her product meets the criteria for the InnovateHer competition. But what we feel will impress and impact you as you hear her speak is her poise, confidence, and command of the products she has developed and why she wanted to go in this direction with her business. She has developed skin treatment products for conditions such as eczema and psoriasis because these conditions have impacted members of her own family. She combines her intelligence and education-she has a PHD in bioengineering from Georgia Tech.-with a passion for the purpose of her product. The combination of ability and passion is a powerful force for innovation in the marketplace and we believe you will see that potential in Dr. Adams and her products as speaks at the next level of this competition.

We had a lot of fun with this year's event and it was encouraging to see so many women have passion and purpose about what they want to do in their lives, their families, and their businesses. Brandy clearly rose to the top and we feel you will see her do really well at the next level of the competition.

A handwritten signature in dark ink, appearing to read 'Lexi', with a long horizontal flourish extending to the right.

Lexi Hasapis

WBC Director for CEED