

InnovateHER Nomination for Semi-Final Round

Cover Letter

Winning Business: iHeartus, Inc. 4300 Caterpillar Road, Redding, CA 96001
Place of incorporation: Nevada www.iHeartus.com

CEO and Lead: Cassandra Soars, Cassandra@iheartus.com 530-592-7010

Product: iHeartus app

Host Organization: Women's Business Center at JEDI (Jefferson Economic Development Institute) 205 Chestnut Street, Mt Shasta, CA 96067

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Joinder Authorization Number: 17-6050-38

Two Sentence Description:

iHeartus is a special kind of social networking platform that focuses on strengthening the most important relationship in your life: *the one with your significant other*. Studies have shown that when a woman's most personal relationship in her life is going well, other areas of her life are buoyed by the positive area, and a better quality of life results. This app will provide a current and easy way for couples to communicate and share a love connection.

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Statement of Support

It is with great enthusiasm that the Women's Business Center at JEDI submits this statement of support for Cassandra Soars of iHeartUs, an app that focuses on strengthening the most important relationship in life: *the one with your significant other*.

With a panel of five expert judges, iHeartUs won our regional contest held on June 1st. **(See T.V. Media Clip [here.](#))** Below is the rationale.

Impact on the lives of women and families:

Studies have shown that when a woman's most personal relationship in her life is going well, other areas of her life are buoyed by the positivity of love, and a better quality of life results – for everyone involved, including the children.

According to the American Psychological Association, 50% of couples get divorced. Divorce is hard on everyone, especially women who all too often become single mothers. Divorce is hard on children who lose out on time with both parents and the support of family. Unhappy marriages, fighting, and power struggles at home is equally difficult on a family. Everyone suffers when relationships involve resentment, anger, distance and conflict.

It doesn't have to be that way. While not everyone can afford counselling, they can use an app that guides them in creating a more healthy and sustainable relationship and family life.

The goal of iHeartus is to help women strengthen their marriages, which would thereby positively affect their lives and the lives of their families.

People get busy with work, kids and responsibilities and don't think they have the time or don't know how to share appreciation with their partner. With this fast-paced, digital world, it is more likely that partners will reach out via text or social media messages to connect. iHeartUs makes this connection easy while also offering recommendations that provide partners with specific ideas on how they can love their partner better based on the love language of their significant other. They can get ideas and plan unique dates through the app, and remember and post significant memories. All of which increases positive feelings towards one another, according to researcher Dr. John Gottman.

Studies have shown that healthy marriages and relationships positively impact both physical health and productivity levels.

As one of our judges emphasized, "I feel improving relationships is an important part of keeping our families intact and raising healthy children." Our society is in desperate need of people thinking of others and focusing on their love connection. It is fascinating to see this concept brought into the realm of smart technology. It will surely connect with millennials and their patterns for interaction. Another judge stated "Cassandra is very poised, far enough along in her project that there are sure signs for success. She is an early-adopter, an innovator and her confidence and methodical approach to this idea are evident. We are

so confident this project is going somewhere. It would be great to have it nationally recognized by this award."

Potential for commercialization:

The goal of iHeartus is to become the standard online tool for couples to strengthen their relationships with their significant others. It can be used internationally, anywhere that someone has a mobile device and/or Internet.

By partnering with online dating companies, iHeartus has a large potential for commercialization.

They are first to market in this specialized app, and have the potential to reach millions of people via online marketing, partnerships, referrals and in app search engine optimization. They have invested significantly already in the development of this technology and are beta testing it.

Fills a need in the marketplace:

We are equally excited that match.com has expressed interest in partnering with iHeartus. When iHeartus met with Match, the CEO discussed how iHeartus will solve their main problem (losing revenue when they succeed at their goal of pairing up couples). Match would solve this problem by moving couples into iHeartus, and then share a percentage of their subscription revenue with iHeartus. The app has the solution to online dating companies' major problem, helping them keep and increase their revenue.

Women are seeking ways to improve their relationships without nagging their partners, spending a lot of money, hiring therapists or forcing their significant other to read a relationship book or blog. iHeartus is a fun, affordable, interactive way to grow in love. It is approachable and not threatening. It gently nudges partners toward understanding and appreciating their partners. iHeartus rebuilds relationships.

Greatest Potential for Success

Cassandra's level of business acumen, her drive and professionalism impressed our panel. She is a strong presenter, confident and organized. We believe her vision and determination will lead iHeartus to great success. Cassandra demonstrated that she has the drive to contact investors, receive and integrate feedback, and pursue her concept without giving away the opportunity to investors.

Sincerely,



Joy Taylor, POC, WBC Director



Nancy Swift, JEDI Executive Director