

## Semi-Finalist Nomination Package

### Statement of Support

After careful consideration, the selection committee for the LiftFund Women's Business Center and UTSA's Small Business Development Center's local competition has chosen to nominate Tuck and Bundle as a semi-finalist for the national completion for InnovateHER Business Challenge. The Tuck and Bundle business plan received the highest combined score between our business plan competition (31.33 out of 35) and pitch competition (90.33 out of 120). Below is a summary of how our committee determined that Tuck and Bundle best satisfied the competition criteria and has the greatest potential for success.

Tuck and Bundle clearly defined how its products will have a measurable impact on the lives of women and families. The Baby Wrap product developed by Tuck and Bundle is uniquely designed for women to safely and fashionably carry their infants. It promotes the benefits of skin-to-skin contacts and allows for easy and discreet breast feeding. For babies, it promotes healthy physical and mental development. An indirect impact on the lives of women and families is that it will utilize ethical manufacturing of its product, meaning that the women producing the product will be compensated fairly and better able to care for their families.

Tuck and Bundle's business plan demonstrates how the product has the potential for commercialization. They will sell online, targeting millenials through social media campaigns and cause-marketing. The retail price of the product is \$65.00 USD.

Tuck and Bundle's business plan conveys how the product fills a need in the marketplace. While there are existing wraps on the market, the Baby Wrap has a unique way of wrapping the baby and uses a quality textile that is made in America. The owners references her own personal experience and those of her customers to highlight



key differences that set her product apart, including an educational component for consumers not offered by competitors.

In addition to addressing the three criteria of the InnovateHER competition, Tuck and Bundle's business plan included detailed information about the key personnel, industry, customers, competition, operations, marketing and sales strategy, and financial analysis to include a five year pro-forma income statement. The applicant is a citizen of the United States and is at least 18 years of age. The selection committee feels the business has great potential for success as there is a demonstrated need for the product being provided. The concept has already been well received in the marketplace and the owner is motivated and capable of scaling the business.