



## InnovateHER Competition – San Diego – Hera Labs

### (i) Winning team/company information



#InnovateHER #SD winner

#### Winning Team:

Cassandra Curtis, COO and Co-founder (self-identified project lead)

Ari Raz, CEO and Co-founder

Tina Kroger, Director of Sales

**Winning Company Name:** Once Upon A Farm, LLC

**Winning Product/Service Name:** HPP Baby food

**Winning Company Address, City, State:** 4658 Huggins Way, San Diego, CA. 92122

**Winning Company Place of Incorporation:** California

**Winning Company Date of Incorporation:** 02/10/2015

**Winning Company Product/Service website:** [www.uponafarm.com](http://www.uponafarm.com)

**Telephone number of winning individual:** 619.861.8759

**e-mail address of winning individual:** [cassandra@uponafarm.com](mailto:cassandra@uponafarm.com)

### (ii) Host organization information



**Host organization's official legal name:** Hera Labs

**Host organization's street address, city, state:** 4010 Sorrento Valley Blvd #400, San Diego, CA 92121

**Host organization's designated POC:** Silvia Mah, PhD, MBA

**Host organization's designated POC best contact number:** 858.603.2677

**Host organization's designated POC e-mail address:** [silvia@hera-labs.com](mailto:silvia@hera-labs.com)

### (iii) A concise, two-sentence description of the product or service

Once Upon a Farm® creates the highest quality, safest, most-eco friendly and nutritious baby food products for children and our convenient meals make mom's lives easier, setting up a lifetime of healthy eating for children, allowing them to reach their full potential as adults. Once Upon a Farm® does this through a revolutionary technology called High Pressure Processing (HPP), which allows them to offer the freshest baby food yet, on the market.