

Signed Statement of Support from Microsoft

The Brobe met all criteria for the InnovateHer Challenge for many different reasons. First being the immediate need it fills in this marketplace. There are 300,000 new breast cancer diagnoses each year. That equates to 1 in 8 women. In years past women have had to tape the post op drains to their skin, tie a shoestring around their waist to hang the drains on, or pin it under a big bulky front closure shirt. There is not very many functional yet feminine garments for these women to help provide dignity in an otherwise very hard time in their life.

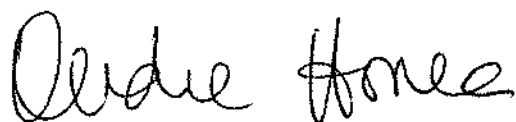
The product currently has four different lines available. The Recovery Brobe, Mommy Brobe, Shower Belt, and Recovery Bra. More detailed information can be located inside the Executive Summary around the specifics for each individual and unique piece. From these different lines, 90% of sales come from the E-Commerce site that find the Brobe organically via Google searches. The Brobe also sells on other online retail sites such as Amazon, CureDiva, 4Wellness, Etsy, Milk and Baby, Zulily.com and Steals.com. The customers are not specific to any age. Some customers are looking for a gift, others are newly diagnosed or new mothers looking for something comfortable and functional.

Additionally, The Brobe is in a very unique position of having no direct competitors that offer a similar product. Within the garment industry you will find many different types of robes as well as bras for all different occasions and body types. However, none of them can rival the functionality of having a bra built into the robe with nursing capabilities for the Mommy Brobe as well as built in drain pockets for the Recovery Brobe. The Brobe offers an easy to use, functional, stylish, well-designed yet comfortable garment.

The goal is to have The Brobe be the major supplier for women who are nursing, have breast cancer or just need a little extra support while at home. The main objective is keeping costs low as well as overhead. They have secured a manufacturer out of China that has brought their cost below 50% of what they originally paid for them. They also believe in continuous development of our product. They have already been asked about more colors, styles, and fabrics for both Brobes. Eventually they will start expanding a global apparel line of Allison Schickel and move into other garments with built in support capabilities. These items include nightgowns, pajamas, lingerie, tank tops, active apparel and swimwear but the Brobe as the initial product.

For these reasons, we fully believe that The Brobe is a natural fit for the InnovateHer Challenge and are proud to represent her product and business plan for the competition. Microsoft is happy to answer any additional questions regarding our decision.

Thank you,

A handwritten signature in black ink, reading "Deidre Honea". The signature is fluid and cursive, with the first name "Deidre" and last name "Honea" clearly distinguishable.

Deidre Honea – InnovateHer Challenge 2016 Point of Contact