



## 2016 InnovateHER Local Challenge Submission

### Statement of Support

Our applicants put forward several ideas and existing businesses that have the potential to impact the lives of women and families, however our judges were unanimous in their support for MobileArq® for the following reasons:

MobileArq has a measurable (and demonstrated) impact on the lives of women and families in a few ways. The current application allows Parent-Teacher Organizations (PTO's) the ability to collect contact information and dues virtually and voluntarily, consolidating them into a mobile directory. Additionally, parents can communicate directly with other parents and the school using the app. Most PTO's are managed by mothers. Nirupama, a working mother, designed MobileArq after her child had an emergency and she didn't have any of the relevant school contact information on her person because the PTO directory was too cumbersome to carry around. In just one school district in Connecticut, MobileArq has saved the PTO's 800 hours annually and helped parents be more connected to their children's school communities.

MobileArq has the potential for commercialization as they have demonstrated in their beta test of 45 schools in 5 states. Mothers, particularly, have become supporters and sold other school districts on the technology. MobileArq uses platform advertisements to generate revenue for the school districts while retaining a portion for its business needs. The company has already begun automating its online selling platform but needs an injection of capital to properly market the app for success. The founders of MobileArq intend to expand the app's features at a relatively low cost to include more assistance for parents including the ability to organize events such as birthday parties and more. The goal will be to make it easier for parents to be engaged in their children's worlds through their (now) mobile school directory. The scale is built into the technology and the founding team, however they desperately need the resources to claim a larger share of the market.

MobileArq fills a need in the current and emerging marketplace. Experts have commented in recent decades about the degradation of local communities. Schools tend to be antiquated in their adoption of innovations, however the families that they serve will increasingly be tech-savvy. Parents and their children will require more support at their fingertips via their smartphones. MobileArq provides the entire school directory



with security and administrative functions as well as first-class tech support. For those who still want a hard copy, MobileArq allows directories to be printed.

The strength of our judges' determination came from 1) the progress of MobileArq to date (it has proven the concept); 2) the fact that it serves an emerging and growing market which is essential for commercialization; and 3) the founding team can expand and adapt the technology affordably to provide scale.

With the unanimous support of our judging panel, I am pleased to put forward MobileArq as a semi-finalist for the 2016 InnovateHER Challenge.

Steven G. Boughton, President  
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