

TO: SBA InnovateHER
FROM: Arch Grants (Entrepreneur Startup Business Development Corporation)
SUBJECT: Statement of Support for Pacidose, by Aggie MD

Arch Grants is pleased and excited to submit **Pacidose, by Aggie MD** as the winner of it's local InnovateHER competition. We are confident that this product fulfills each of the competition criteria and will significantly impact and improve the lives of families with newborn babies. The product is innovate, extremely scalable, and has a dynamic and experienced leadership team with the expertise and passion to make this product a success. In the below sections, we describe how Pacidose fulfills the three criteria that guide this competition.

Pacidose has a measurable and significant impact on the lives of women and families.

Arch Grants believes that families are strong when they are healthy. Pacidose is a product that empowers women and families to keep their babies as healthy as can be. Up to 50% of babies are incorrectly dosed when administered medication due to inaccurate dosing mechanisms and techniques which cause preventable morbidity and mortality. Arch Grants believes that this is a serious problem that isn't given the attention it deserves. Pacidose solves this problem with it's patented device - a standard, hospital grade oral syringe attached to a liquid medication dispenser that looks and feels like a pacifier. Pacidose is a tool that makes delivery of medicine easy for both the parent and the baby.

Pacidose has enormous potential for commercialization.

Pacidose has proven market validation - it is the top rated infant medicine dispenser on Amazon, it is being carried in over 250 brick and mortar retail stores, and it has frequently been featured in national media. The market for baby products is expected to increase from 47.7MM USD in 2011 to 66.8MM USD by 2017, and Pacidose expects to be a part of that growth. The application for the InnovateHER challenge contains a phased strategic growth plan with detailed financial projections that give Arch Grants confidence in their ability to scale rapidly to meet the large market for their product.

Pacidose fills a need in the marketplace.

The baby product industry lacks a trusted and knowledgeable personal brand with products that are accessible and easy to use. Dr. Agnes Scoville is seeking to develop products that can help families keep their babies out of the hospital, and get the care they need in the comfort of their own home. Pacidose is Dr. Aggie's flagship product that exemplifies this vision. Arch Grants believes that Dr. Aggie is the personal brand that is missing from the baby products marketplace, and that this first product will launch their company to a successful platform as an industry leader and expert.

Arch Grants' established an independent judging process to evaluate the above criteria for submissions to the Arch Grants InnovateHER Local Challenge. Pacidose by Aggie MD was evaluated using the three criteria provided by the SBA on a scale of 1-10. Pacidose scored with an aggregate of 8.5 / 10. The product received a 7/10 for it's impact on the lives of women and families, a 10/10 for it's potential for commercialization, and it received an 8/10 for its demonstrated ability to fill a need in the marketplace. Weighing these scores at 30%, 40%, and 30% respectively, Pacidose received an 8.5/10.