

Presented by Dr. Theresa Ashby, the President of the Panel. Our decision was unanimous that Amy Leinbach the creator of the Snow Angel towel when the local NAWBO sponsored completion.

Amy Leinbach, the creator and mom, was trying to find a solution to drying her slippery, squirmy, screaming baby—with trepidation. This spurred her to create the Snow Angel Towel. This Innovative Product Makes Baby's Bath Time Safer and Easier.

When Amy presented her product she was clear about how the product supports new moms with their baby's at bath time. When she did her demonstration the product lived up to her claim that the Snow Angel offers a completely new twist on the conventional baby towel, and is designed with baby's safety in mind. It has a thickly cushioned back panel to protect baby from hard surfaces—allowing you to safely place baby directly on a countertop or floor after bath.

Amy was well educational in the finances, logistics, and manufacturing details of the product. She is exploring other opportunities to lower costs from material waste, to removal of an esthetic button, to finding a different manufacturing company to reduce material waste.

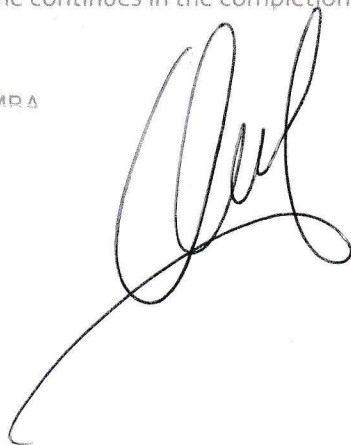
In addition to the details, she has been fierce in her sales tactics and has had other well known companies ask if they could purchase the product, while other big box stores are working with her for placement in their stores. She was clear that the funding would be used to grow the business by purchasing and manufacturing product to place in stores.

We were also impressed with her presentation style and poise. We congratulate for her nomination and wish her the best as she continues in the completion.

Regards,

Theresa M. Ashby, PhD, MBA

(49)533-8832

A large, stylized handwritten signature in black ink, likely belonging to Theresa M. Ashby, is positioned to the right of the typed name and phone number.