

The Inside Story LLC

“Virtual Assistance Support services”

“We mind your business”

November 18th, 2015

Our Statement of Support Letter

Dear Leadership Team of the US SBA, Office of Women’s Business Ownership:

The Inside Story is proud to be the local host for such an incredible opportunity to our local women owned businesses here in the Greater Nashville Market. As the approved host, we worked hard to ensure that we opened as many doors within the market to attract applicants who have the most innovative products and services that help impact women and working families daily. With the help of our judges who ultimately had the difficult decision to choose just one winner, we are proud to share our nomination package on behalf of our local winner, Penterman Professional Care.

The women owned businesses that competed in our local competition submitted their application, a complete business plan, along with a video of their leaders sharing their passion and vision for their companies. My company encouraged this in an effort to give each contestant the same equal opportunity to show the judges how they represent and lead their businesses through their important products and services. We took it seriously knowing that how they highlighted their businesses to us for the local InnovateHER competition would ultimately need to translate well to your organization to be considered as one of the Top 10 contestants to continue on in the journey to compete in March for the Finals. The submissions we received were truly amazing.

But Penterman Professional Care, using the words that were consistent from our judges included :

Penterman Professional Care has a very unique platform that covers a wide span of assistance to all ages, from children to the elderly. They clearly identify and demonstrate throughout their business plan especially in their financial statements that they have the resources and a history behind them that shows they are in position to continue to grow and change many, many lives along the way.

Penterman Professional Care meets the Challenge Criteria that includes having a measurable impact on lives of women and families (of at least 30%). They have the potential for commercialization (40%) and they absolutely fill and will continue to fill needs within the marketplace locally and nationally if Penterman Professional Care chose to expand.

With that, we present to you the nomination package for review that includes Penterman Professional Care's cover letter to our judges, a complete business plan, and a video to highlight Carol Penterman and her organization.

We thank you for giving so many women owned businesses this opportunity to shine and highlight who and what they provide to women and families daily.

Respectfully,

Laurie Guzman
Owner and Founder
The Inside Story, LLC