



December 2, 2015

To Whom It May Concern,

Sustainable Atlanta dba Center for Civic Innovation offers its support and recognition of MMJ Labs, Inc. and their product Buzzy as our official SBA InnovateHER challenge submission.

We believe their product has great potential to positively impact the lives of women and children, especially families that must undergo injection based medical treatment on a regular basis such as diabetes treatment. Buzzy allows reusable pain relief and introduces control into a situation which can devastate families. When necessary medicine requires hours of pleading, holding down a screaming child, or days of dread the entire family is impacted. The product provides a fast, cheap and reusable way to combat this all too common situation.

Pain punishes families, and disproportionately affects women. Chronic pain affects 30% of the population and is a significant contributor to depression, lack of mobility, and decreased quality of life. Of the \$60B currently spent directly on pain management in the US, only 2% is spent on medical devices. It's difficult to comply with doctor's orders for "icing" of injection sites, and a busy mom often doesn't have the luxury to sit for 20 minutes twice a day to decrease inflammation for her child.

The MMJ Labs team has a solid business plan, has several test products in the market and is ready for expansion. To date the company has grown slowly while perfecting its offerings but has big potential for scale. We feel that their experience and product quality makes them highly eligible for the SBA competition. The company will be a great addition to the Small Business Administration's InnovateHER competition.

Feel free to contact us for more information or with any questions regarding this endorsement.

Sincerely,
Melonie Tharpe
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