

InnovateHER 2016: Innovating for Women Business Challenge

**The Edge Connection Women's Business Center
Kennesaw, Georgia**

Winning Business Name: Off the Wall Paints

Business Owner/Contact: Delaine Rogers delainerogers@yahoo.com (404) 993-1978

Product Name: Off the Wall Paints

Address: (Home-Based) 203 Oakwind Court, Canton, GA 30114

Place of Incorporation: Georgia

YouTube Video: <https://youtu.be/O1pmD7ja5ws>

Business Description: Off the Wall Paint is a revolutionary REMOVEABLE paint that can be used anywhere a traditional latex paint might be used, with the benefit of being able to be completely removed up to a year later, with an eco-friendly, odor-free remover. This innovative product opens up the door for mothers, teachers, military spouses, college students, apartment dwellers, or anyone who may want to personalize their living space.

Host Organization: The Edge Connection Women's Business Center

Host POS: Rachel Davis rachel_davis@kennesaw.edu 470-578-2009

Total number of businesses that competed: 7

Total number of individuals that participated: 10 (three businesses had 2 partners)

InnovateHER 2016: Innovating for Women Business Challenge

Statement of Support

The Edge Connection Women's Business Center is proud to support Delaine Rogers and her company, Off the Wall Paints for the InnovateHER competition. We feel that her product is innovative and can improve the quality of life for women all over the country, and likely, all over the world.

Delaine came to The Edge Connection Women's Business Center about two years ago when she had the beginnings of a formula and a dream. In the time since, she had worked hard to take her idea and build a viable plan for growth while going through the patent process.

A great coat of paint can change the way a whole room feels. Off the Wall Paints has the potential to allow women to paint their baby's room, regardless of if they own their home. Parents can paint their child's room that crazy color their child loves, and not worry if in 6 months their favorite color has gone from orange to purple, because it can be easily removed and painted over. These high quality latex paints can be tinted to any color on the market and are easily removed from surfaces with the eco-friendly remover that leaves surfaces as clean as before they were painted.

Teachers can paint classrooms. Students can paint dorm rooms. Military spouses can paint their provided housing without worrying about being out of compliance when it's time to move. It gives people the opportunity to make a space their home, regardless of how long they'll be living there.

Off the Wall Paints is an innovative process that is profitable, sustainable, and meets a unique need in the marketplace.

We are proud to support Off the Wall Paints in the 2015 InnovateHER Competition.

Sincerely,

Rachel Davis

Director

The Edge Connection Women's Business Center