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December 2, 2015

To InnovatHer Challenge Committee:

The Wyoming Women's Business Center hosted the Wyoming State InnovateHer competition. Our judges chose Megan Grassell, Founder and CEO of Yellowberry as our state winner. Yellowberry is a one-year old company. Megan Grassell conceptualized Yellowberry at 17 and launched when she was 19.

Yellowberry produces age appropriate bras in a variety of fun colors and styles. Megan believes strongly that today's markets focuses on over-sexualization of young girls with products such as padded, push-ups, ill-fitting bras for developing adolescents (Watch her video of her experience: <http://www.yellowberrycompany.com/pages/megans-story> . Yellowberry bras are made of quality materials, provide full coverage and, comfort. With the purchase of each bra, a message of empowerment is included. Yellowberry has increased its products to lounge wear, panties and accessories.

Yellowberry has a fully functional web-site with Live Help, beautiful photos, search function and even advice for parents about purchasing bras for their tween or teen. (<http://www.yellowberry.com>). Yellowberry is active with many social media sites: Instagram, Twitter, Pinterest, YouTube, Blog and Facebook (more than 21,000 followers).

Our judges felt Yellowberry testimonials and the impressive sales for 2014- \$329,000 are the strongest indication of measurable impact. Social media presence and number of followers was another indication of impact.

Yellowberry was especially strong in the potential for commercialization and need in the marketplace.

This company has some very impressive sales for only one year of existence. Revenue for 2014 exceeded \$329,000 and projected sales for 2015 are expected to reach \$550,000. Megan's goals for future expansion include establishing key wholesale accounts with targeted department stores (i.e. Nordstrom) and boutiques, both domestically and internationally, and testing multiple sales channels such as ecommerce, pop-up shops and boutique retailers.

The judges felt she has a great product that fills a need in the marketplace. Yellowberry is becoming known as the leader in the "First Bra Moment." We believe, just like Megan, many parents feel angst finding products such as underwear that put an emphasis on sexuality rather than garments that are quality, age appropriate and good fit and still embrace fun, colorful, and youthfulness.

The amazing amount of media coverage Yellowberry has received is testament to the viability of commercial potential and need in the marketplace.

We wholeheartedly support Yellowberry and feel that this young woman has a wonderful business model and message. Please consider Yellowberry as a semi-finalist.

Sincerely,

A handwritten signature in cursive script that reads "Debbie Gorski".

Debbie Gorski

Executive Director