



1215 El Prado Ave., Torrance, CA 90501 * 310.977.1607 * TheSBEC.org * randyk@thesbec.org

InnovateHER

December 2, 2015

Challenge.gov

To Whom It May Concern:

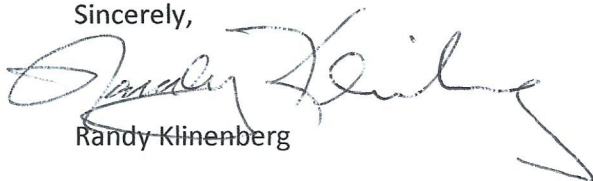
The South Bay Entrepreneurial Center hosted a **Hear Her Pitch** competition on October 15, 2015 in the City of Torrance, CA. Four local businesses/ideas/products were presented and it was determined that the winner was **The Good Cookies and Beyond**. This business best satisfied the Challenge criteria and presented the greatest potential for success.

The Good Cookies and Beyond have a measurable impact on the lives of women and families. The products they produce are much different than other gluten-free desserts currently available online or in small specialty shops. Instead of replacing the flour that is used in baked goods with other pre-made gluten free flours, they blend and make all their own mixes. They also use higher protein flours instead of flours made of only starch. Their bakery is primarily focused catering to those individuals with a gluten-intolerance, and they pride themselves in being free of any cross contamination. They also cater to those individuals which allergies go beyond gluten. Many of their baked goods are Soy Free, Corn Free, Vegan, Dairy Free, Egg Free or Nut Free.

The Good Cookies and Beyond have the potential for commercialization. They are 100% Dedicated Gluten Free Bakery that sells gluten-free and Non-GMO baked goods through its retail store, farmer's markets, over 65 specialty retail store throughout Los Angeles and Orange County and through multiple online sites. Their business goals are to increase their productivity and automate themselves within the next five years. They are going to enter into the Whole Foods Market (through the Locals Program) Bristol farms (directly), as well as gain entry into various specialty grocers via distribution. Distribution will help to increase their wholesale operations drastically and increase this area of their business by over 100%.

The Good Cookies and Beyond fills a need in the marketplace. In the Los Angeles area alone there are approximately 78,000 individuals with Celiac Disease, and approximately 2,000,000 that follow a Gluten Free lifestyle. Furthermore, the way people think about food is becoming more important in everyday life. Their products not only cater to those individuals seeking Gluten Free items, their consumers are also those people who are seeking out bakeries and restaurants that only use Organic and Non-GMO ingredients as well as bakeries that are "Free Of" other allergens.

Sincerely,



Randy Klinenberg

Lead Mentor/Pitch Master