

Statement of Support

The US Department of Labor says 70% of working women have children under the age of 18 (see <http://www.bls.gov/news.release/famee.nro.htm>). The demands that this places on these women to find safe, fun, enriching and cost effective solutions to their childcare needs is significant during these years.

Activity Rocket, our nomination for the National Finals of the InnovateHER Business Challenge, is a one-stop resource connecting moms and providers to make their camp and activity selections, schedule them and finalize their bookings which significantly reduces the time it takes to manage their children's extracurricular activities.

We believe that Activity Rocket best satisfies the criteria of the Challenge as listed below:

1. Measurable impact on women and families – Activity Rocket's platform significantly reduces the amount of time a working mother spends on finding fun and enriching activities for her children. The children benefit by having a wider range of activities to choose from since they are all located on one platform and no additional research is needed.
2. Have potential for commercialization – Activity Rocket is already a commercialized business and has been in operation since the fall of 2013 in the DC Metro area. Their model to expand into 30 additional markets over the next five years, given funding received, is well thought out and pretty turn-key given the fact that they have spent two years refining what works.
3. Fills a need in the marketplace – Not only is it helpful to working mothers, but this type of support for the providers of the activities and camps makes it easier for them to have sustainable programs which also benefits the marketplace.

If they were to win the InnovateHER Challenge, Activity Rocket would use the funds to develop a mobile app to make their platform even more efficient for working mothers.

Activity Rocket's founders have worked diligently to build a sustainable business that has been in operation for two years. Their plans to scale and move into additional markets is solid and they are utilizing advisors and consultants to instruct them along the way.

It is for the reasons stated above that we are pleased to submit Activity Rocket as our nomination for the National Finals of the InnovateHER Challenge.