



December 3, 2015

Re: **InnovateHer 2016 – Statement of Support**

Dear SBA:

NAWBO-CA is excited to be a host organization of **InnovateHer 2016: Innovating for Women Business Challenge**. We are pleased to submit this Statement of Support for Cover My Heart. The Challenge Criteria sets forth that the winner must provide a product or service that (1) has a measurable impact on the lives of women and families; (2) has the potential for commercialization, and (3) fills a need in the marketplace. We are confident that Cover My Heart meets and exceeds those criteria.

Measurable Impact

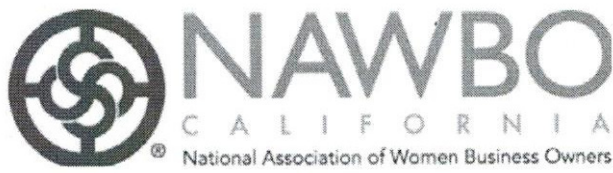
Cover My Heart manufactures fashionable; practical, comfortable scarves that women can wear while breastfeeding. It provides privacy while also being elegant and lightweight. This is a rarity. This provides such a measure impact on women who are now having babies later in life and continue to work and pump and have babies and do it all!

Potential for Commercialization

There is a huge potential for commercialization here as the sale of these scarves is viral. As soon as a Mom sees one, she wants one. Current breastfeeding covers are heavy and awkward but these are so pretty that women often wear the scarves long after their breastfeeding days are over! If one celebrity wore this scarf, it could very easily become a hit. At this time, Cover My Heart partners with many hospitals that give these scarves to new moms. This has been a very easy way to get many more sales of this product.

Need in Marketplace

There is certainly a need for appropriate, pretty, but comfortable breastfeeding covers. Most covers are super heavy or awkward or require an engineering degree to get on and stay on! Cover My Heart scarves are fancy and simple and do what they need to do! Breastfeeding is a hot topic in the media and amongst moms. The importance of breastfeeding as well as confidence to pump in public has made this product a success in a niche market that needs new product.



Potential for Success

Demand has grown due to a rising number of babies and because people are starting families later. As mothers return to work earlier, this gives rise to a greater demand for breastfeeding equipment such as covers, sterilizers and pumps. There is a huge potential for growth in this industry. Cover My Heart has created a niche in the market by providing advocacy, education, and stylish covers that building confidence and follow mothers through every stage of motherhood from breastfeeding to pumping and beyond.

Please do not hesitate to contact Andrea Messina at andrea@nawbo-ca.org, Tina Loza at tina@lozaip.com, or me LauraN@Deliver-It.com should you have any follow up questions.

Sincerely,

Laura Neubauer
President, Board of Directors
NAWBO-California