



## InnovateHER Competition Cover Sheet

**Host Name:** Alliance of Women Entrepreneurs (AWE)  
**Host Email Address:** awe@burkhartgroup.com  
**Host Address:** PO Box 543, Pottstown, PA 19464  
**Host Tax ID number:** 23-2833570  
**Host Website:** [www.phillyawe.org](http://www.phillyawe.org)

**POC:** Victoria Burkhart, AWE Executive Director  
P.O. Box 543, Pottstown, PA 19464  
Phone: [610-970-9143](tel:610-970-9143)  
Mobile: [610-716-5061](tel:610-716-5061)  
Email: [awe@burkhartgroup.com](mailto:awe@burkhartgroup.com)

**Date of Competition:** November 16, 2015  
World Café Live

**Number of Contestants:** 35

### Competition Winner

**Winning Company Name:** Roar for Good LLC

**Project Lead:** Yasmine Mustafa

**Product/Service Website:** <http://www.roarforgood.com/>

**Project Lead Telephone:** 610-568-6800

**Project Lead E-mail:** [yasmine@roarforgood.com](mailto:yasmine@roarforgood.com)

**Product/Service Name:** Athena - A line of fashionable safety jewelry for reducing assaults against women.

**Address:** 3401 Market Street, Suite 200, Philadelphia PA 19104

**Place of Incorporation:** Delaware

**Business Plan:** Included in submission package

**Short Description of the winning company:** ROAR for Good LLC prevents attacks against women while addressing the underlying causes of violence by developing jewelry that sounds an alarm and messages loved ones with GPS information. As a social-mission certified B-corporation, ROAR is committed to prevention, so for every Athena device purchased, we invest a percentage of proceeds into non-profits that teach young boys and young girls about empathy and healthy relationships.