



UNIVERSITY OF
OREGON

Lundquist College of Business

December 3, 2015

Dear SBA InnovateHER selection committee:

On behalf of the University of Oregon, and my co-partners, Eugene RAIN and Fertilabthinkubator, we are excited to put through Stacey Edwards, the founder of Tougher, LLC., as our regional SBA InnovateHER competition winner.

Six finalists presented to a panel of four local judges on November 19th. Judges for the competition included Julie Anderson, Solutions Engineer at Hewlett-Packard, Kimmy Gustafson, co-founder of Manage My Co-Op, Shannon Oliver, co-founder and Operations Director at Red Duck Foods, and Dr. Lauren Lanahan, Assistant Professor of Management at UO's Lundquist College of Business.

The judges selected Tougher as the overall winner based on 3 primary criteria:

1. Most polished business pitch and plan that adhered to the InnovateHER mission
2. The exceptional backgrounds and experiences of Tougher's Advisory Board members as mentors who can successfully help Ms. Edwards bring this product to market.
3. Tougher's current market relevance to the 'customization' trend in retail

We trust that Ms. Edwards would make a worthy candidate in your evaluation of the top-10 finalists.

Thank you for the opportunity for our region to participate in this worthy and important business opportunity.

Sincerely,

Kate Harmon
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