



Signed Statement of Support

The Women's Business at the Helen Gordon Davis Centre for Women proudly supports Colleen Melcoff and her product, CareFull Catch. Colleen has been a client of the WBC since April 2015. She has been diligent in working on her business and it has shown exponential growth. Her product is being sold in physician offices and medical supply distributors. She has also hired 4 manufacturing reps.

Colleen fulfilled the requirements of the local WBC InnovateHER challenge by completing three hours of business counseling, participating in three workshops/webinars and creating a 2 minute video about the business and how Microsoft is used in the business. CareFull Catch was the first prize winner in our local competition.

Colleen stated in her video that 84% of female patients ended up with urine on their hand while taking a sample. The CareFull Catch helps patients take a sample in a more comfortable and sanitary fashion. Colleen has shown that the product has potential for commercialization and fills a need in the marketplace with the response she has received since she has introduced the product. With additional funding and continued business support, we believe that CareFull Catch has the greatest potential for success.

The WBC is pleased to submit Colleen Meloff and her product, CareFull Catch as our winner for the InnovateHER Challenge.

Stacey Banks-Houston
Director
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