



InnovateHER Challenge 2017 Statement of Support – St. Petersburg, Florida

Competition Winner Name: Barbara Taylor

Company Name: Simple Bed Sheets

Product/Service: [Bed Sheet Products](#)

Host Organization: St. Petersburg College

Joinder Agreement Number: A-183

Authorization Number: 17-6050-38

Dear InnovateHER Evaluation Team,

We, at St. Petersburg College, are excited to endorse and submit our local competition finalist, Barbara Taylor of *Simple Bed Sheets*, as our entry in the InnovateHER 2017 Challenge.

St. Petersburg College has been proud to host such an incredible opportunity that offers local women owned businesses in the St. Petersburg area this chance to compete nationally. Our host team worked hard to attract and encourage participation from applicants who have innovative business concepts that serve and impact women and their families daily.

In our competition format, applicants submitted business plans, PowerPoint presentations and presented live before our panel of judges who evaluated and selected our finalist. Our panel of judges are:

- Deborah Duffy – *President & Partner* - Dermazone Solutions, Inc.
- Cynthia Johnson, PhD – *Center Director* - FL SBDC at Pinellas County Economic Development
- Sadie Molinet - *National Sales Operations Specialist* - Spectrum Enterprise

They have extensive experience in business and entrepreneurship and they reviewed all our contestants' submissions and presentations with live Q& A sessions on May 22nd, 2017. They then identified the winning contestant that best achieved the objectives of the challenge. *Simple Bed Sheets* won in all categories evaluated, for the reasons indicated, and is being presented as our contestant for consideration at the next level of the competition.

Has a measurable impact on the lives of women and families:

The company and concept directly impacts the day-to-day lives of women in many age groups and in all walks of life. There are the obvious personal use applications of this product that facilitate and simplify the daily home task of bed making for individual use. Furthermore, the concept has far reaching applications in industries in which women dominate the job markets and are required to repeatedly

perform this task, such as in healthcare and hospitality. The potential impact of this design solution is expansive on both an individual use level and on commercial use level. The daily task completed predominately by women is time consuming and physically strenuous, and the innovative design solution offered by our finalist, *Simple Bed Sheets*, is highly effective, efficient and impactful on the day-to-day lives of women.

Has the potential for commercialization:

The revolutionary and simple solution offered by *Simple Bed Sheets* has tremendous potential for commercialization. The products can be used in the homes of the company's primary target market with the expectation of multiple units being purchased. However, there is a wide range of ages that can benefit from the product (ex. middle age women for personal and family use, younger women for dormitory and apartment use in tight spaces, elderly women for personal use), and will serve to expand the primary and secondary target markets indicated in the plan. Furthermore, there are also several industry target markets, which predominantly employ women who will repetitively complete the task of bed making (ex. healthcare, nursing home care, hospitality). In addition to the time saving advantages that can be achieved on a commercial level, there is the potential to minimize injury and work related repetitive task injuries and strains on employees. The range of potential consumer and industry target markets that *Simple Bed Sheets* can reach and offer this solution to is vast, and the concept can be extraordinarily beneficial to markets that are female-based.

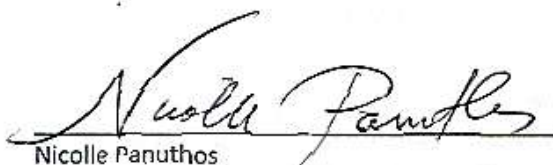
Fills a need in the marketplace:

The need in the marketplace is demonstrated by the current financials and market research of the contestant. It is further supported by the lack of products and solutions currently in the marketplace that are as efficient and effective in their ease of use at the price point.

The submissions we received were impressive and innovative. Yet, *Simple Bed Sheets* presented a concept that offered a solution for women in their daily lives and demonstrated an idea with significant potential to grow in the marketplace.

This is an important challenge and we took the task of forwarding a winner from our local community seriously with the hope that the committee will agree on the value this company offers to women and to the marketplace.

Thank you again for the privilege to serve as a host site and for the opportunity to offer woman owned businesses the chance to shine and demonstrate their value and successes.


Nicolle Panuthos
St. Petersburg College
College of Business

6/23/2017
Date