

12/2/2015

Small Business Administration
InnovateHer Competition
Semi-Final Submission

Dear InnovateHER Competition Committee,

We are pleased to submit this letter of support for UChef, Inc. the winner of the regional InnovateHER Challenge hosted by Ventureprise, Inc. in Charlotte, NC.

UChef was selected as the winner after having competed in two rounds of judging. The first round consisted of 12 ideas presented to a judging panel in written form. The judging panel selected the top five ideas to move forward to the pitch competition. The five finalists pitched and responded to questions from a judging panel of eight female entrepreneurs and business executives. Judges made their decisions based on the three criteria outlined in the challenge rules. UChef was selected as the top team by six of the judges.

UChef, founder Mary Quin has identified a significant problem affecting families across all demographic and social economic classes. Families have not been taught the “whys and hows” of cooking. The founder quit her corporate marketing job to attend culinary school where she came up with the idea for UChef. Her business background coupled with her knowledge of culinary best practices allowed her to conduct the market research and testing to validate the market problem and solution. The judges of our competition were excited to see an idea that has been tested in the market and moved toward commercialization.

We are pleased to support Mary Quin and UChef as they move forward to the next round of the competition. As you will see in her business plan she has assembled an impressive team of advisors, secured early customers (75% Female) and has developed a scalable business model. If you have any further questions please let us know.

Regards,

Devin Collins, Assistant Director