



IOWA BLACK  
BUSINESS COALITION

To Whom It May Concern:

Our winner, Ezibota, was chosen as the winner of our InnovateHer Challenge. Ezibota features a robust, technology based solution to help refugees, expatriates, and immigrants to integrate into their new countries, while maintaining ties to their homeland.

Ezibota was created by two women. Encouraging female entrepreneurship in STEM fields is important to the mission of the Iowa Black Business Coalition. The need for tools to help immigrants, expatriates and refugees reorient to a new country is pressing. Current events, including the ongoing Syrian refugee crisis have highlighted the need for responsive tools to orient new arrivals. Governments at every level and in every continent will be looking for technology based solutions. According to the American Immigration Council, at the end of 2014, there were over 22 million refugees world-wide. These refugees largely consist of women and families, who use this service to ease their transition. In America alone, there are over 40 million immigrants, of which a large portion are women and families.

In addition, Ezibota also has a proven consumer-centric business model, with additional revenue streams being launched. Over 200 members in 6 different countries currently utilize Ebizota as members. Paying it forward, and creating opportunity is integrated into current and future plans for the company. Ebizota features an online marketplace that empowers 3<sup>rd</sup> world entrepreneurs to share their talents with the world. This early success shows a current demand for the service provided, and the potential for exponential growth. For these, and a multitude of other reasons, our judges unanimously chose Ezibota as the winner of our contest. I wholeheartedly endorse Ebizota, and hope they will move on to the finals.

Sincerely,

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President, Iowa Black Business Coalition