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2016 SBA InnovateHer Local Competition Statement of Support
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By creating a dental hygiene system that is low cost, easy, and fun to use, Hebe has eliminated many of the obstacles to children's effectively managing their own dental health. This takes the burden off mothers and other caregivers. It also will reduce the cost of maintaining children's dental health in terms of time and money.

Having determined that Hebe met the prongs of benefit to women and families and filling a need in the marketplace, our judges considered if the product can be commercialized. There is already a competitor in the marketplace to Safi, Blizzdent, that uses a somewhat similar technology and that sells for approximately \$375 to \$500 including visits to the dentist to create a mold for the apparatus. Hebe's research has shown that, by using off the shelf technology, it can produce its product for approximately \$5.00 per unit and retail it for approximately \$20 per unit. The low cost will enable Hebe to market the unit to a large part of the market as well as through pediatricians, dentists, and government health care systems. The relative success of a prior entrant in the high end of the adult market allowed us to envision that Hebe could be successful in targeting the middle to low end of the large children's market for its device.

Hebe's team is very diverse and will certainly contribute to its ability to produce and market its product. Its principals have experience in a variety of disciplines, but the majority have backgrounds in not for profit work in development and management.

Finally, we were tremendously impressed by Mr. Harlepas' concern for children's health and for the lack of access that lower income children have to dental care. He believes tremendously in this product and in the benefits that it can have for families and women.

We are proud to submit the business plan for Hebe Technology to the semi-final round of the SBA 2016 InnovateHer Challenge. We hope that you will be as impressed with it as we were. Thank you.

Sincerely,



Paula Y. Edwards