



SBA InnovateHER Challenge

Statement of Support for Rubbish Works of Portland

As identified by our 5 person, community based selection panel, it is my honor to submit Rubbish Works of Portland as our local winner and Semi-Final Round nominee for the Small Business Association's InnovateHER 2016 Competition. As majority owner of Rubbish Works, Betty Benson is passionate about fulfilling the needs of the community and the market place by intentionally supporting women and their families through times of difficulty, turmoil, and loss in a rapidly growing elderly population.

Their Vision –

To be the demonstrated leader in providing premier professional rubbish removal solutions for women and families in a way that enhances their lives and is kind to the environment

- speaks directly to REAL ISSUES AND REAL CHALLENGES connected to both climate change and women / families in the coming years. As a 100% women owned business in the male dominated industry of waste removal and disposal, Rubbish Works of Portland offers an innovative, empathetic and thoughtful approach by focusing on the retired community and estates while intentionally delivering care and compassion in service execution. From the eyes of anyone who has assisted with end of life care and property issues, the Rubbish Works approach, success and real-life testimonials provide solid justification for selection as the BESThq local InnovateHER Challenge winner. BESThq most highly endorses and recommends Rubbish Works selection as a Finalist for SBA InnovateHER.

Measurable Impact

Betty recognizes the fact that the aging population is increasingly being cared for by family members, the majority of which are grown daughters and/or daughters-in-law struggling to balance their own families and careers. Offering a rubbish removal service which supports these women through difficult and emotional times by relieving the burdens of sorting/distributing/removing their loved ones belongings has a measurable impact on their lives. Time and productivity potentially lost at their jobs and with their families is regained. With this burden lifted, these women can focus on moving forward.

On the other end of a cleanout, Betty is committed to repurposing useable items to organizations which focus on women and children in need, as well as other local community organizations. The potential impact to those women and families on the receiving end of Betty's service is lifechanging, as the recipients are empowered to support their families without the worry of having the items they need to live independently.



Potential for Commercialization

Because of the InnovateHER experience, Betty and the BESThq community have gained understanding and raised awareness of opportunity with women and families. As a result, Rubbish Works reviewed records and testimonials from prior clients to confirm market opportunity with a target of 50% with estates. Given the rapidly aging population and unique position as a women owned firm, we believe Rubbish Works has the potential for expanding into multiple markets, both locally, regionally, and/or nationally. Because of the impact and appeal the service Rubbish Works provides for women and families, expansion into various markets can be expected to succeed. Rubbish Works Portland owns the brand and manages a licensing model program with national reach.

Satisfying Funding need shall enable rapid expansion in target markets both locally and nationally.

Fills a Need in the Marketplace

The aging population and boomer generation make up a large part of communities. The need for support services as these individuals move into Retirement and Assisted Living communities is growing. With intentional focus on women and families, Betty's service not only addresses a practical need, but also provides a relief service to those women and families assisting in their loved ones' transition. During an emotionally charged and stressful time, Betty and Rubbish Works relieves one of many burdens that falls on the shoulders of busy, working women through the eyes & hands of a busy, working woman.

Please refer to business plan for specifics connected to measurable impact and marketplace opportunity.

Selection of Rubbish Works and Betty has the potential for impacting literally thousands of lives. Please invite her to Washington DC for the privilege of hearing her pitch and story.

Respectfully and with great pleasure,

Ron White

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