

June 5, 2017

2017 InnovateHER Challenge
Statement of Support

To Whom It May Concern:

The Salt Lake Chamber Women's Business Center hosted a local InnovateHER Challenge competition on June 1, 2017. From among three highly qualified competitors, the panel of judges selected Rebecca Hjorth's product, Alivio, to advance on to the semi-final round of the 2017 InnovateHER Challenge.

Although every local competitor presented a product that fulfilled the Challenge criteria, the judges felt that, as a female urinary aid, Alivio has the most potential to impact the lives of millions of women worldwide who experience pain associated with urination. The device has great potential for commercialization and fills a great need in the marketplace. This idea is innovative and has great potential for success. Please consider this product for advancement to the final round of the 2017 InnovateHER Challenge.

Best,

A handwritten signature in black ink that reads "Malissa Richardson". The signature is fluid and cursive, with the first name "Malissa" being more prominent and the last name "Richardson" following in a similar style.

Malissa Richardson
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