



## Center for Women & Enterprise

Your Vision. Our Mission.

U.S. Small Business Administration  
Office of Women's Business Ownership  
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June 20, 2017

To whom it may concern:

Laurin Mills, founder and CEO of The Dinner Daily, Inc. is without a doubt the contestant in the Center for Women & Enterprise – Massachusetts 2017 InnovateHER local competition who best satisfied the challenge criteria.

Based on our judge's ratings and comments, we are confident that Laurin deserves to compete at a national level. The Dinner Daily solves the frustrating and universal problem families and couples face every day: how to put a healthy dinner on the table every night quickly and affordably.

The Dinner Daily is an online service that develops complete weeknight meal plans and delivers them to subscribers online, complete with organized grocery lists and links to online coupons. Another great feature is that most plans are customized to what's on sale at over 10,500 grocery stores in 48 states. Customers simply select their menu preference, family size, and primary grocery store at the time of sign up and then each week they receive their meal plans based on specials at their chosen store. The Dinner Daily absolutely has a measurable impact on the lives of women and families. As one of our judges commented on his evaluation of Laurin's pitch,

"The most meaningful and impactful change my wife and I have made in our 15 years married was to meet weekly on Sundays and plan the week's meals. Your service seems well-designed to help and enable families to pragmatically achieve this."

The Dinner Daily service has a strong relevance to the lives of working women, mothers, and families by simplifying the meal planning process. They also work with Corporate Wellness programs to offer this service as a benefit to employees. They are currently offering their service as a part of the wellness program for large companies including Ocean Spray, Welch's, Wayfair, Arbella, and Monster. The service has already positively impacted busy consumers across the country.

In regards to the potential for commercialization, The Dinner Daily has already been commercialized and is showing exceptional potential for growth. Laurin received very high ratings from our judges for her profit model and commercialization within the

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market. The company sells through a subscription based model and offers a two-week trial period for any of the three levels of pricing and terms. After those two weeks, customers are charged \$18 for 3 months, \$30 for 6 months, and \$48 for a year. Corporate wellness clients are offered significant discounts. If the company is paying for the service, the discount is even higher.

The immense scalability of this business model is clear. They have already succeeded in the corporate wellness arena, and they are projecting significant growth over the next 3 years as they expect to reach \$6M in revenue by 2019. As they grow, they are planning further automation of menu production processes as well as the addition of a delivery component and greater level of menu customization.

Finally, The Dinner Daily is filling a need in the marketplace. With such a shift in focus toward health and wellness over the last decade, consumers are looking for this automated service to help them take control of their health and save money simultaneously. The Dinner Daily has thoroughly researched the market and has unique aspects to their business which are enticing those who are looking for meal plan programs. Despite so much activity in this industry, The Dinner Daily is rising above by tapping into multiple markets (both businesses and individuals) and working on their strategy to acquire customers more easily. The testimonials on The Dinner Daily website are a perfect example of how this service is satisfying a need for simplicity for families. Customers are in complete control of what they are eating, they have plenty of variety in their meals, and they are saving time and money while eating healthy.

The Dinner Daily has immense potential to introduce additional innovative aspects to their company and to take their mission to the next level. CWE strongly recommends that they be selected to compete at a national level in the 2017 InnovateHER competition. The determination and drive of Laurin and The Dinner Daily team sets them apart from competition. Their willingness to go above and beyond to give the consumers what they want, and to offer benefits to corporations for providing wellness initiatives is very apparent. Take the time to consider Laurin as a contestant. The Dinner Daily truly deserves this opportunity to take their business to the next level.

Best Regards,

Edwidge Lafleur, CWE Program Director – Eastern Massachusetts

A handwritten signature in dark ink, appearing to be 'Edwidge Lafleur', written in a cursive style.

Madeleine Lutts, CWE Senior Program Coordinator – Eastern Massachusetts

A handwritten signature in dark ink, appearing to be 'Madeleine Lutts', written in a cursive style.