



December 4, 2015

RE: InnovateHER

To: www.Challenge.gov

Please find attached our (Inland Empire SCORE) local finalist for the InnovateHER 2016 Challenge. We are proud to announce that Double Blessings, Inc. has been chosen for this round.

Double Blessings, Inc. designs and markets eco-friendly breastfeeding products. Their premier line - San Diego Bebe® allows a nursing mom to breast feed in public with its built-in *Privacy Cover™*. The Bebe® also incorporates a design called *Comfort Blaster™* that prevents the baby from rolling off the pillow.

Sandy Clark, the CEO, clearly is a smart business owner as seen through her efforts of working on her business. She has positioned her products to emphasize the "go green" aspects and non-toxic materials used. She has recognized the "breast pump" competitive strategies but posed her product to attract the consumer by emphasizing the advantages of her product, such as freshness and bonding.

She has won over a dozen industry awards for product innovation, with the most recent award in 2015. Double Blessings has been awarded the 2015 Eco-Excellence Award in the Nursing Pillow category at Natural Child World magazine.

Their products are competitively priced to the marketplace because they are attempting to reduce overhead by outsourcing warehousing and distribution costs.

All of these strengths and accolades show that Double Blessings is clearly the best organization to receive the SBA's InnovateHER 2016 Challenge Award. We feel that this organization clearly qualifies for the challenge as set forth in the guidelines listed below:

Measurable Impact on Lives:

Double Blessings' products prove to have a measurable impact on the lives of women and children with their development of a breast feeding pillow that is eco-friendly, hypo-allergenic, non-toxic, and foam free. They do not use fire retardant chemicals or toxic glues. They pride themselves on producing the healthiest choice nursing pillow on the market today.

According to the CDC's Breastfeeding Report Card, 77% of women are breastfeeding at birth and the rate drops to 30% by three months. Breastfeeding proves to be advantageous in many aspects of infant development as established by the medical community.

Given these facts, their products will satisfy the considerable impact on the lives of women and children.

Potential For Commercialization:

One of their new nursing pillow designs, that have the same patented features and benefits, will be more cost-effective to manufacture. Currently, their brands have been driven through wholesale and retail but will have the capabilities of pursuing private licensing and private



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labeling. With this new direction, the company will be able to focus on product development and brand expansion, while eliminating the cost of maintaining and managing a warehouse.

Filling a Marketplace Need:

With over 4 million babies born in the U.S. every year, the need for this product is broad and ever-changing. In the U.S. alone, more than \$23 billion were spent on baby products. The industry itself has increased by more than 14% from 2008 to 2013. The two top leaders in nursing pillows command more than \$45 million in annual sales. These numbers, along with the percent of woman breastfeeding today, prove that Double Blessings' products fill a marketplace need.

Please let us know if we can be of further assistance in your InnovateHER 2016 Challenge. It was a pleasure being a host and helping choose an organization worthy of such a prize. Feel free to contact us if you need further information.

Sincerely,

Diana Cescolini
Chapter Chair
Inland Empire SCORE #503

cc: Double Blessing