



InnovateHER Competition – San Diego – Hera Labs

(i) Winning team/company information



#InnovateHER #SD winner

Winning Team:

Cassandra Curtis, COO and Co-founder (self-identified project lead)

Ari Raz, CEO and Co-founder

Tina Kroger, Director of Sales

Winning Company Name: Once Upon A Farm, LLC

Winning Product/Service Name: HPP Baby food

Winning Company Address, City, State: 4658 Huggins Way, San Diego, CA. 92122

Winning Company Place of Incorporation: California

Winning Company Date of Incorporation: 02/10/2015

Winning Company Product/Service website: www.uponafarm.com

Telephone number of winning individual: 619.861.8759

e-mail address of winning individual: cassandra@uponafarm.com

(ii) Host organization information



Host organization's official legal name: Hera Labs

Host organization's street address, city, state: 4010 Sorrento Valley Blvd #400, San Diego, CA 92121

Host organization's designated POC: Silvia Mah, PhD, MBA

Host organization's designated POC best contact number: 858.603.2677

Host organization's designated POC e-mail address: silvia@hera-labs.com

(iii) A concise, two-sentence description of the product or service

Once Upon a Farm® creates the highest quality, safest, most-eco friendly and nutritious baby food products for children and our convenient meals make mom's lives easier, setting up a lifetime of healthy eating for children, allowing them to reach their full potential as adults. Once Upon a Farm® does this through a revolutionary technology called High Pressure Processing (HPP), which allows them to offer the freshest baby food yet, on the market.