

2017 InnovateHER Challenge Nomination Packet
Mother's Feast

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 - 1. Fresh frozen meal delivery for expecting and nursing mothers
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Description of Product/Service:

Mother's Feast is a subscription program that delivers a wide selection of fresh frozen meals to expecting and nursing mothers. Mother's Feast is specifically designed for women, and deliver meals to their door twice a week.

Statement of Support

California Capital Financial Development Corporation believes that Mother's Feast presented the greatest potential for success for the InnovateHER challenge. Anuja Katyal and Sandra Kopp's business will greatly benefit their targeted community for the InnovateHER challenge and we express our support for their nomination.

We believe that Mothers should be eating healthy and nutritious food, while worrying less about time-consuming meal preparation. Mother's Feast can improve the lives of women and families, has the potential for commercialization, and fills a need in the marketplace. Many times, mothers can be overwhelmed with things they should and should not do. "Our consumer interviews revealed that pregnant women, particularly first time mothers, are overwhelmed. Nutrition, what to eat, how much and what to avoid, is one area that is very important to expecting mothers" (Mother's Feast 5). Mother's Feast is there to help mothers in the right direction with their extensive menu designed for Mothers and expectant mothers. This small business tries to make their lives less stressful.

By winning this InnovateHER challenge, Mother's Feast hopes to expand their business and operations with the funding. "Our success will depend on the ability to continuously innovate and differentiate our product line. For this reason, we will hire nutritionists and chefs to develop recipes in-house" (Mother's Feast 17). Mother's Feast impressed California Capital Financial Development Corporation's panelists with their mission statement and solutions to the issue.

Sincerely,
Deborah Muramoto
Director of Women's Business Center

