

#INNOVATEHER2016 PUGET SOUND

24-NOV-2015

To Whom it May Concern,

IgniteWA-InnovateHER2016 Puget Sound has released the winners from InnovateHER2016 Business Pitch Competition held on Wednesday, Nov18,2015 at Bellevue College. Over 10+ local entrepreneurs across Puget Sound presented their services or products that support and empower women & families to an expert panel of judges.

Here are the details of the winner, product info:

Winner Name: Jill Angelo

Company Name: The Feminina Group

Product Name: (1)Very Private™ Intimate Moisturizer/Lubricant; (2) Very Private™ pH Balanced Body Wash

Company Info:649 Stone Canyon Rd, Los Angeles, CA 90077

Website: www.femininagroup.com

Contact Info: jill@femininagroup.com; 206-595-7467

Short Description: There are 2 billion women ages 17 to 77 experiencing changes in their hormone levels, with little to no product solutions to help them through that journey. The Feminina Group is on a mission to solve that and provide relief for women around the globe with product lines to focus on changing health conditions from the neck-down.

Host Company Information: Meylah Corporation, 3020 Issaquah Pine Lake PMB 540, Sammamish, WA 98075

Contact Info: Chaitra Vedullapalli, chai@meylah.com, 510-579-4945

of people pitched at Innovateher competition = 11 businesses (19 applied)

Thank you for giving us the opportunity for hosting InnovateHER2016 in Puget Sound.

Regards,

Chaitra Vedullapalli

Co Founder & CMO, Meylah

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STATEMENT OF SUPPORT

24-NOV-2015

To Whom it May Concern,

InnovateHer Puget Sound Team is excited to nominate Jill Angelo, CEO of The Feminina Group to the SBA InnovateHer2016 Challenge. We had an amazing array of business presenters at our business pitch competition and to judge these businesses we had an amazing panel of judges that represented Fortune 50 companies, city and state leaders, business owners and emerging innovators.

The Feminina Group stood out of all the presenting companies when several factors were considered. The judges had to carefully weigh several aspects of each business and consider SBA guidelines as well.

Some of the comments from the judges were:

“Excellent product plan and addresses a need”

“Strong end-to-end plan”

“Personable, relatable, real issue for many women”

“Immediate Commercial Viability”

“Tough subject communicated well”.

The Feminina Group addresses a real problem that has real impact in the lives of women.

The statistics are in favor of this issue because over 65% of women of the world experience this problem and a solution to this problem has a tremendous impact.

As stated by Jill of The Feminina Groups: there are 2 billion women ages 17 to 77 experiencing changes in their hormone levels, with little to no product solutions to help them through that journey. The Feminina Group is on a mission to solve that and provide relief for women around the globe with product lines to focus on changing health conditions from the neck-down.

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In order to arrive at our nomination, the judges had to rate each presenter on 5 criteria namely:

- Business Fills a Need
- Commercial Viability
- Social Impact
- Go To Market Readiness
- Presentation/Pitch

The winner has tremendous potential for success for several reasons. Firstly, the impact.

When a product that can be as simple as a lotion that can bring such an impact is tremendously valuable. Also this product continues to have an impact on a regular basis which adds to its overall scalability of impact. The value and impact this product is not for the current audience/customers but also its impact is for generations to come.

Secondly, the commercial viability is a critical element. This product is available to be commercially produced and distributed which makes it ready to create immediate impact.

We also feel that the leadership of The Feminina Group has the talent, experience to build a successful entity. Jill Angelo has worked at Microsoft as a Senior Women Executive in the marketing division who truly understand how to take their products into the marketplace with precision.

We are really excited to see them represent our community and help make a difference in the lives of women.

Regards,

Chaitra Vedullapalli

Co Founder & CMO, Meylah.com

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GLIMPSE FROM THE PITCH COMPETITION



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