

LocalShops1 is excited to nominate LaDee-Da Kids Spa to compete in the national round of the InnovateHER Challenge. The owners have done an excellent job with market analysis, branding and marketing, and they have extensive experience in their industry, event-planning. Their business plan is solid and includes many sources for revenue stream, from photo packages to retail products, in addition to the spa services.

LaDee-Da was selected during LocalShops1's live-pitch event, in which they presented their business plan and answered questions from our panel of judges in front of an audience of about 100 guests. They competed against seven other innovative businesses, and though we believe all our contestants will do quite well in their industries, LaDee-Da is the one that has the best potential for scalability and is the most poised to make the best use of the cash prize, were they to win the national competition.

Our panel of judges featured five local industry leaders:

- Carla Bristol, owner of Gallerie 909 in St Petersburg
- Diana M. Hechavarria, entrepreneurship professor at University South Florida in Tampa
- Marie Tomassi, managing partner at Trenam Law with offices in Tampa and St. Petersburg
- Rita Lowman, COO, C1 Bank, headquartered in St Petersburg and with branches statewide
- Robin King, co-owner of Three Birds Tavern & Out of the Weeds in St. Petersburg

To determine the winner, the judges used the criteria listed in the SBA Challenge rules:

- Have a measurable impact on the lives of women and families (30%)
- Have the potential for commercialization (40%)
- Fill a need in the marketplace (30%)

Here is how the criteria applies to LaDee-Da:

- Measurable impact on lives of women and families: LaDee-Da Kids Spa specializes in events for children from 3 months to 13 years. It helps busy moms and families offer their children unique experiences at competitive prices, whether it be a birthday party or a tea party, or a spa day to make them feel extra-special. The spa offers a wonderful opportunity for parents to connect with their children; it's a unique experience that will last a lifetime.
- Potential for commercialization (40%): LaDee-Da has a solid business plan with the goal to offer franchising opportunities in just a few years. The company, though still very new, has already created extensive market analysis and developed a marketing plan focusing on SEO, customer-loyalty programs and advertising targeting local families as well as tourists. The spa's menu of services is very well thought-out, and the company also offers retail items as an added revenue stream. We believe the numbers in their business plan are realistic and attainable, and that the company is very organized that it could easily replicated its model in franchises and multiple locations. If they win one of the cash prizes the money will go towards expansion.
- Fill a need in the marketplace (30%): LaDee-Da offers a great alternative to traditional bowling parties or bounce houses, plus a nice mom-daughter outing or a special treat for best friends. Girls love dressing up and getting pampered, and there currently aren't any other places where they can do that, that are just for them. LaDee-Da is fun, but classy. They also offere photography and video services for an extra-glam experience. LaDee-Da is also a great place for tourists to take their kids, or even leave them there for a few hours while they explore museums or galleries around town.

We hope you offer LaDee-Da Kids Spa a spot in the national competition. We are confident that within a few years they can make their business go nationwide. Please contact us if we can answer any questions.



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