

WOMEN'S BUSINESS CENTER

AT THE CENTER FOR WOMEN'S ENTREPRENEURSHIP

Signed Statement of Support

To the InnovateHER Team:

I, Anne Flynn Schlicht, Director of Chatham's Women's Business Center (CWBC), am pleased to nominate Helen Behn, founder and CEO of Spand-Ice, LLC to the semifinal round as the winner of our local competition.

CWBC hosted an online orientation webinar on May 1st as an overview of the competition, including process, requirements, and the criteria for the selection of a winner which was promoted to all our clients. A recording of this webinar and Q&A session was posted on the website. Applicants completed an online survey over a two-week period where each applicant answered basic demographic and business idea information as well as three key questions pertaining to the SBA InnovateHER criteria: Measurable impact on the lives of women and families, Potential for commercialization, and Ability to fill the need in the marketplace.

Next, an independent panel of judges reviewed the 22 applications and completed a scoring matrix, which properly weighted the responses to the questions Describe how your business/concept has a measurable impact on the lives of women and families, Describe the potential for commercialization of your business/concept, and Describe the ability of your business/concept to fill the need in the marketplace, at 30%, 40%, and 30%, respectively. It did so using a value-based scale from 1-5 where 5 was exceptional or outstanding impact, potential, or ability, and 1 was no impact, potential, or ability. At the conclusion of the scoring Helen Behn's application received the highest score by a significant margin.

Spand-Ice's products have a significant and measurable impact on the lives of women and families. First-time & repeat expecting mothers often experience back pain that can continue into new motherhood and develop into life-long struggles. Many times, pregnancy is the catalyst of back pain that lasts a lifetime. In addition, women don't have time to treat their pain in an immobilized fashion because of their multi-tasked lifestyles. 165M women each year get pregnant worldwide. Current solutions miss the mark in quality and there are not a lot of options available. Pain medication is often not a preferred option for a pregnant woman because of the potential effects it could have on her baby. A pregnant woman cannot lie down to apply ice or heat easily and doesn't have any options today that allow her to do this while being mobile. No other products offer belly support, back pain relief, compression, and adjust to her changing body during and after baby. This is why Spand-Ice's flagship product, the Maternity Relief Wrap, has quickly become its best selling and performing product and is now the cornerstone of the business strategy. Spand-Ice was founded by a woman to help all women find relief for pain and discomfort without taking time out of life.


Spand-Ice has an outstanding potential for commercialization. It currently sells products direct to consumers through their online website, 3rd party e-commerce retailers, industry trade shows and are just starting in brick and mortar boutiques. They have found their market

niche with expecting moms where there is an immediate need for their product and a value-add beyond the 9 months of pregnancy. To properly scale the business, they need to invest in larger production runs at lower unit costs so they can create more room for revenue and distributor markups. Sales and Marketing efforts would include lead generation avenues such as content marketing, increased trade show presence, content + affiliate partners, referral programs, paid advertising and search engine optimization opportunities. Sales Channels will grow with more online partners, where they generate the highest sales margins and have the easiest entry into market visibility and distribution. Part of their growth strategy is also through affiliates in their target markets, as well as the Specialty + Gifting sector. They eventually want to distribute through big box retailers: Motherhood Maternity, Buy Buy Baby, A Pea in the Pod.

Spand-Ice has proven their ability to fill the need in the marketplace through their attention to market research and customer surveys. They surveyed 111 pregnant women to learn about their current pregnancy and any pains they are experiencing. 83% of these women experienced pain or discomfort during their pregnancy. The top reported areas of pain are back, hips, posture issues (due to lack of belly support) and even overheating. Spand-Ice products target all of these pain points with their core Maternity Relief Wrap product. 45% of the pregnant women feel they are unable to find effective solutions today and many women feel pain is simply an unavoidable part of being pregnant! After showing the expecting mothers their Maternity Wrap, 85% said they were likely to purchase (and many actually did). To date they've sold 750 units of Spand-Ice products, with almost half of that to expecting moms (July 2016 – April 2017). They've listened to their customers and are making a high-quality line of wearable solutions for women, by women, that adapts to the ever-changing body of a mother throughout her life. Their customers describe their products as: Awesome, easy, comfortable, great, all-inclusive, amazing, so much help, wonderful, instant relief, and so much more.

We are pleased to nominate Helen Behn and Spand-Ice as our local challenge winner to the semifinal round of the InnovateHER competition.

Sincerely,

 06/22/2017

Anne Flynn Schlicht, Director
Chatham's Women's Business Center