



Friday, December 4, 2015

Dear InnovateHER judges,

This letter is to support Duetto and its application for the InnovateHER competition. I am a Partner and the Director of Design at Insight Product Development, a design consultancy based out of Chicago, and the Executive Director of Insight Accelerator Labs. We lead the early round vetting of companies interested in the competition. We had sixteen companies that initially requested information about the opportunity. Of those sixteen we narrowed it down to our top five teams based on dedication, project fit, and compelling need of the solution presented. The final round of evaluation identified two top candidates, each team came into our office and we walked through what they needed to do next to build out the story and evolve the offering. After a week of ongoing feedback we chose the final team to present for your review.

We have tremendous confidence in the technology approach and the Duetto management team. We can see the overwhelming need to provide opportunities to women in the legal space who want to continue their professional careers but also raise a family. We also feel that the Duetto team has found a compelling path to strike a family career balance that would be advantageous for legal firms to adopt and would ultimately attract the top talent.

We feel that the grant is an opportunity that will enable the team to continue their trajectory of innovation and create novel solutions for a real need that has not been identified in the legal space. If you have any questions about the team's application or qualifications, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Steve McPhilliamy'.

Steve McPhilliamy

Partner, Director of Design, Insight Product Development and
Executive Director, Insight Accelerator Labs
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