

Southeast
Missouri State University

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June 21, 2017

To Whom It May Concern:

After a very competitive InnovateHER competition in Southeast Missouri, we highly recommend Lauren Anne Cole, president and owner of The Rite Kid, as a candidate for the SBA InnovateHER program. Lauren was selected because she best met the goals of the challenge and we believe her innovation is going to positively impact the lives of millions of mothers and families.

As parents, grandparents, aunts and uncles, or even as children, we have all experienced the after school, student dismissal chaos. The Rite Kid solution turns the pick-up line chaos into an organized and safe process for children, parents, and school administrators.

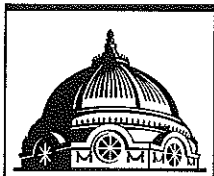
The Rite Kid's pilot program determined that on average at a school with 446 students has an 'approved pick up list' of about 3,200 people. According to the Department of Justice, 800,000 children are reported missing each year in the US – one every 40 seconds – and about 76% of those missing children are abducted by people they know. The Right Kid process provides a solution that gives schools the ability to account for each child's dismissal, provides a pick-up management process and peace of mind for parents, and ensures each child goes home with the right person.

Furthermore, The Rite Kid's release system removes the hazard of children walking between moving cars, by releasing children in the order cars are lined up outside, one lane at a time.

The Rite Kid was selected not only because of their innovation and potential impact on the lives of women, families and children, but because their business idea was developed using primary customer based research. Additionally, The Rite Kid process has already been successfully piloted in three schools and the company is very close to bringing the product to market.

The Rite Kid program also splits revenue generated from targeted SMS text advertising that is delivered within daily updates alerting parents of their child's dismissal. The program then donates 50% of text advertising revenues back to the school or client to offset the cost of The Rite Kid solution.

Lauren and The Rite Kid team have taken what was once a problem and found a solution for it. Their initiative has created a product that will take something all parents and children have experienced, often with angst and anxiety, and provided a structured process to ensure child



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safety while providing peace of mind to parents, teachers, and administrators. Based on the benefit to our society, their team and innovative solution, I have no hesitations recommending The Rite Kid for our candidate.

Sincerely,

Mark Christian

Director

Southeast Missouri State University Small Business & Technology Development Center