

InnovateHER Finalist Submission

Recommendation

(i) *Winning Individual's Information*

Name: Stefanie Lemcke

Company Name: GoKid

Product/Service Name: GoKid the greener way to go

Address: 460 Park Avenue South, 12th Floor, New York NY

Website: <http://www.gokid.mobi>

Telephone: (917) 353-1732

E-mail: contact@gokid.mobi

(ii) *Host Information*

Name: The Refinery

Address: 20 Ketchum St, Westport, CT 06880

POC: Chris Gelnaw

Phone Number: 201-452-1404

E-mail: camcgarry@yahoo.com

(iii) *Summary of Product/Service*

The GoKid app is a complete carpool solution for school districts and after school programs, without bussing opportunities, that will save families time, decrease traffic congestion, and reduce emissions. The GoKid app includes GPS-based tracking of cars; live mapping functionality, in-app texting and automatic alerts to improve transportation efficiency that will benefit the families and communities of 50 million school children in the United States (initial market; global opportunities).

(iv) *Number of Applicants*

8 women-led innovative companies for women and families submitted applications by November 30th and our two finalists were interviewed by a panel of three on December 2nd to select the company that best met (exceeded) the selection criteria [a measurable impact on the lives of women and families (30%); the potential for commercialization (40%); and Fills a need in the marketplace (30%)