



# WINNER

Bianca Cabrera

## WINNING ORGANIZATION

Company Name: Goals Genius

Product Name: Goals Genius

Product Description: "Goals Genius is a SAAS web and mobile platform that is designed by and built for teachers and school administrators to improve and provide evidence for the required documentation in special education, as well as help proactively manage growth and accommodations for students with disabilities. All information can be transparently shared with teachers, students, and families to enable all stakeholders to support our students who need it the most."

Company Address: 5409 Fillmore Ave, Fl 1, Brooklyn, NY 11234

Website: <http://www.goalsgenius.com/>

Mobile: (347) 217-4329

Email: [bcabrera90@gmail.com](mailto:bcabrera90@gmail.com)

## Host Organization

Host Organization: Good Management & Investments  
| Address: 14 Dekalb Ave, Fl 3, Brooklyn NY 11201 |  
POC: Ebonique Ellis | Mobile: (410) 980 – 7627 |  
Email: [eellis@gmilttd.us](mailto:eellis@gmilttd.us) | Joinder Number: A-26 | 63 Applications



**Good Management & Investments**  
14 Dekalb Ave, 3<sup>rd</sup> Floor  
Brooklyn, NY 11201

Dear InnovateHER Team,

Good Management & Investments partnered with Inclusion and Venture Smarter to select a regional winner for SBA's InnovateHer. Our company had over 60 businesses apply for this award in the New York City Metropolitan area.

Bianca Cabrera scored 82 out of 100 points available for her business plan that was pre-judged prior to the event. There were a few areas missing details, but the plan remained a top contender. The average score for most of the business plans submitted was 20 points.

After the pitch competition, the judges met to discuss (1) which product or service had the most benefits for women and families, (2) which product or service could show that funds available for SBA's InnovateHER could grow the business, (3) have the potential for commercialization, and (4) and a fill a need in the marketplace.

We selected Bianca Cabrera's project because her business clearly outlined that the additional SBA resources could help secure her product's launch in August 21, 2017. Goals Genius has already been designed tested and has secured letters of intent to purchase from multiple schools in NYC. Her product has also received this year's Teach for America Innovation Award.

If Bianca Cabrera secures first place through SBA InnovateHER award, she will be able to launch at multiple schools by June 2018. I look forward to seeing her advance to nationals.



Kind Regards,

*Ebonique Ellis*

Ebonique Ellis

Business Development

Good Management & Investments