



December 1, 2015

Office of Women's Business Ownership  
InnovateHER 2016 Challenge

To Whom It May Concern:

It is with pleasure and pride Mercy Connections' Women's Small Business Program supports MyCampPlanner, the winner of the Burlington, VT Women's Small Business Program (henceforth WSBP) InnovateHER Pitch event, as a candidate for the National 2016 InnovateHER Pitch Competition. The panel of 7 judges reviewed the business plan and pitch of My CampPlanner, owned by Annmarie Curley, and found it satisfies the competition criteria set forth for the InnovateHER Pitch Challenge.

MyCampPlanner received the kudos and support of a team of well-respected and recognized community leaders at the WSBP InnovateHER Pitch event. The team consisted of:

- Cairn Cross – Co-founder & Managing Director, Fresh Tracks Capital
- Pam Mackenzie – Interim Director, Greater Burlington YMCA
- Lisa Ventriss – President, Vermont Business Roundtable
- Heidi Stumpff – Senior Vice President Commercial Real Estate Finance, People's United Bank
- Phil Daniels – Market President VT/Upstate NY, TD Bank
- Janet Spitler – Vice President of Finance, Housing Vermont
- Heidi Clute – Owner, Clute Wealth Management

This team of judges found MyCampPlanner's plan satisfies the criteria set forth by the SBA for the InnovateHER Pitch Competition.

MyCampPlanner is a woman-owned business featuring a tech product. As women are under-represented in tech and tech entrepreneurship, Annmarie's business is a gem. MyCampPlanner combines the needs of women and families with a unique service platform. The panel of judges at the WSBP InnovateHER Pitch event unanimously agreed that MyCampPlanner's pitch package demonstrates strong viability, is based on solid, substantiated market research, and features a model proven in the tech industries. There is definite potential for commercialization, and product beta phase is already underway.

MyCampPlanner specifically satisfies the criteria set forth by the SBA:

1. has a measurable impact on the lives of women and families (30%): MyCampPlanner serves the needs of parents managing care and education of children on vacations and afterschool. MyCampPlanner will also serve to build strong communities through pooling resources and collaborating.
2. has the potential for commercialization (40%): MyCampPlanner is built on a business model that has been proven in tech across various industries. MyCampPlanner's plan features a viable growth and commercialization timeline and strategy.

**Nurturing Self Sufficiency Through Education, Mentoring, Entrepreneurship and Community**

**255 South Champlain Street #8, Burlington, VT 05401**

**ph. (802) 846-7063 • fax (802) 846-7237**

**[www.mercyconnections.org](http://www.mercyconnections.org)**

3. fills a need in the marketplace (30%): MyCampPlanner addresses a definite need in the marketplace, as vacation and after-school child enrichment is becoming increasingly needed. MyCampPlanner provides solutions to both camps and families by providing planning, management, and collaboration tools.

We cannot more highly recommend MyCampPlanner's candidacy in the 2016 InnovateHER Pitch Competition. Annmarie presents a quality pitch presentation and demonstrates excellence in the question and answer period. She demonstrates business and professional savvy, while presenting a product that fills a definite need in the marketplace.

We are honored to have reviewed the pitch of Annmarie Curley of MyCampPlanner. We hope to cheer her on in the March national event. Please let me know if I can provide further information about Annmarie Curley and MyCampPlanner.

Regards,

A handwritten signature in black ink, appearing to be 'Gwen Pokalo', with a stylized, cursive script.

Gwen Pokalo  
Mercy Connections' Women's Small Business Program  
255 South Champlain Street, Suite 8  
Burlington, VT 05401  
(802) 846-7338