**2015 InnovateHER Competition – Cover Letter**

**Winning Business Plan**

Project Lead: Merrily Mellin

Company Name: EazyHold

Product Name: EazyHold

Company Address: 4212 E. Los Angeles, Suite 3653, Simi Valley, CA 93063

Website: [www.eazyhold.com](http://www.eazyhold.com)

Company Phone: (805) 270-5191

Email Address: [merrily@eazyhold.com](mailto:merrily@eazyhold.com)

**Local Host**

Legal Name: Microsoft Store – Westfield Topanga

Street Address: 6600 Topanga Canyon Blvd, Suite 2072, Canoga Park, CA 91303

Point of Contact: Alethea Prattas, Community Development Specialist

Contact phone: (805) 217-5488

Email: [alpratta@microsoft.com](mailto:alpratta@microsoft.com)

EazyHold is a grip assistive device for brooms, brushes and a variety of household tools. It was created for American’s with disabilities like cerebral palsy, stroke, Parkinson’s disease and arthritis and more.