

**2016 InnovateHER WBC – Semifinalist**

**Submissions:**

Finalist: Maria Earle, Ed.D

Company: Intellifunda LLC

Product: Comprehensive Behavioral Mobile Apps

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**Host Agency:**

Director: Shirley Brooks

Host: WBEA – Houston Women’s Business Center

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**Description of Product :**

The Innovate**Her simi-final** winner for Houston WBC was selected by 5 Judges excluding the WBC Director, as Maria Earle Ed. D, owner ofIntellifunda LLC. Using IntelliFunda’s Intelli-Apps Platform, her team designed comprehensive behavioral mobile tutoring apps. Based on the her pitch and business plan she demonstrated it has all three attributes of the Innovate**Her** Challenge Criteria, 1) measurable impact on the lives of women and families, 2) commercialization, accepted into the Microsoft’s BizSpark development platform help with DevOps Cost and 3) fills a need in marketplace providing help in the comfort of one’s home without the hassle of transporting children around town to expensive tutoring centers.