Statement of Support for StairSmart in San Diego, California

We feel that StairSmart meets all of the competition criteria of providing a measurable impact on the lives of women and families; having the potential for commercialization and filling a need in the marketplace.

StairSmart is a product designed to prevent children from scaling the outside of open stairways (i.e., those stairways where the step does not end at a wall) by standing on the exposed end of the step and climbing while holding on to the spindles. StairSmart prevents the child from both stepping on the exposed end of the step as well as gaining a handhold on the spindles.

StairSmart would impact the lives of women and families by preventing accidents that could cause severe injury and possible death to young children. Having StairSmart installed would provide peace of mind to parents and other caregivers. It would be one less thing for them to worry about on a daily basis and would also allow them to give their children more freedom within the house, without requiring as much supervision. Parents and caregivers would be able to get more accomplished in a day if they didn't have to guard the stairs at all times.

StairSmart is a product that has great potential for commercialization. It is a fairly simple concept that can be mass produced and fits in the same category as baby gates, helping families protect their children. It is attractive, adaptable to fit most stairways, easy to install and remove without causing damage to the home, durable and non-toxic.

StairSmart fills a need in the marketplace by offering families and caregivers a simple inexpensive way to protect children from the hazards of open stairways. Despite the nearly universal use of baby gates, stairway injuries are still frequent. Over 93,000 children under 5 years old, ***one every six minutes***, are sent to the emergency room for stairway related injuries annually in the US alone.\* The StairSmart product is a first in class product with a significant market opportunity. Over 3 million children under 3 in the US already live in homes with this hazard and approximately 1.3 million more children are born into homes with this hazard every year. The StairSmart system installs securely in minutes without damage to the stairway, handrail or spindles.

StairSmart inventors Barbara and Richard Murphy, patent attorneys, have established a significant intellectual property position for the StairSmart system including multiple patent applications, United States trademark applications for the use of the StairSmart name in multiple classes of goods, and registration of the www.stairsmart.com domain. They also recently presented the StairSmart system at the ABC Kids Expo, the largest juvenile products show in the Western hemisphere, where the product received excellent reviews from child safety experts and significant commercial interest from major manufacturers in the stairway safety industry. They are seeking assistance in making sure this important improvement in home safety is brought to market as expeditiously as possible.

Thank you for considering our submission for the 2016 InnovateHER Challenge.

Best regards,

*Susie Cawood*The Microsoft Store - Fashion Valley

\**Stair-Related Injuries to Young Children Treated in US Emergency Departments, 1999-2008,* Zielinski, *et al*. (2012) Pediatrics 129(4): 721.