**COVER PAGE for Western North Carolina InnovateHER Competition- Local Nomination**

As a host organization of the 2015 InnovateHER competition, The Support Center is pleased to submit our local winner and nomination package.

**Local Nominee Info:**

Individual name: Madison Eddings

Company name: PRO(TECH)T, LLC.

Product Name: iuvo

Address: 5108 Verde Vista Circ, Asheville NC 28805

Place of Incorporation: North Carolina

Product website: <http://protechtbusiness.wix.com/stopcampusassault>

Phone: 440-539-6697

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

**Brief description of product:**

PRO(TECH)T, LLC. skillfully merges innovative technology with techniques for cultural change to eradicate the growing issue of campus rape and assault. The company has created **iuvo**, a comfortable, fashionable, and cellphone-independent wearable tech wristband with real-time GPS that provides potential victims immediate help with just the push of a button.

**Host organization:**

Name: Western Women’s Business Center at The Support Center

Address: A-B Tech Small Business Center, 1465 Sand Hill Road, Candler, NC 28715

Point of Contact: Sharon Oxendine

Phone: office- 828-633-5065, ext. 201; cell- 828-989-4395

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This package submitted by Sharon Oxendine on November 24, 2015

November 24, 2015

Office of Women’s Business Ownership

Small Business Administration

409 3rd Street, S.W. Suite 6600

Washington, DC 20416

Re: Statement of Support for InnovateHER local nominee

To whom it may concern:

The Western Women’s Business Center at The Support Center is proud to nominate this year’s winner of our local competition, PRO(TECH)T, LLC for the 2015 SBA InnovateHER competition. Our judging panel consisted of seven judges who unanimously selected this year’s winner.

PRO(TECH)T is a new company that has created iuvo, a patent-pending wearable technology wristband that, with the push of a button, sends an emergency signal and wearer’s GPS location to campus police who then respond as necessary. Iuvo has the power to drastically reduce this number and create a campus environment that allows women to feel safe knowing that help is just a push of a button away. PRO(TECH)T plans to take a percentage of profits to put towards educational programs, awareness campaigns, and legislative reform to make a lasting change in rape culture.

Listed below is how PRO(TECH)T addresses the InnovateHER criteria:

* Potential for commercialization (40%)- score was in A+ range
* Have a measureable impact on the lives of women and families (30%)- score was in A+ range
* Fill a need in the marketplace (30%)- score was in the A range

Additional criteria our judging panel considered, and felt PRO(TECH)T fared well on included:

* Innovativeness- Judges felt it was a new and original product that solves a problem.
* Financial feasibility of idea- Judges believed the start-up costs were reasonable, that these entrepreneurs were likely capable of obtaining the financing needed, and that the business could be successful from a financial angle.
* Quality of submission package- Judges felt the package was high quality, comprehensive and accurate.
* Quality of presentation- Judges felt the presentation was exceptionally strong and their 5-minute time to pitch the idea was used wisely.
* Ability to compete at a national level- Judges felt the candidates have the ability to represent our region well against other applicants across the US, both on the presentation, the package and the idea itself.

Our selection panel consisted of the following judges:

1. Jill Sparks- Asheville-Buncombe Technical College, Small Business Center Director
2. Duane Adams- Asheville-Buncombe Technical College, Small Business Center Assoc. Director
3. Dr. Susan Muntean- University of North Carolina at Asheville, Entrepreneurship Professor
4. Anna Smathers- First Citizens Bank, Senior VP and Senior Credit Officer
5. Leah Mayberry- Johnson Price Sprinkle, CPA and Director of Finance
6. Tiffany Henry, Southwestern Community College, Small Business Center Director
7. Katy Gould, Haywood Community College, Small Business Center Director

Comments of endorsement from our judges are listed below:

*“PRO(TECH)T helps to solve a glaring need among our youth. The product is scalable and helps provide a sense of security for the user as well as those who care. The presenters are articulate and knowledgeable about the business model and exhibit an awareness of the obstacles that lie ahead.”*

*“PRO(TECH)T is my nomination for the following reasons: directly impacts the lives of women; market demand; strong presentation; well thought out and descriptive plan; endless growth opportunities.”*

*“PRO(TECH)T is my choice because it has a measurable impact on women and families; sustainable business model; feasibility; innovative.”*

*“PRO(TECH)T is my choice because the iuvo wearable technology promises to dramatically reduce both the instances of sexual assault and the power dynamics on campuses and communities across America (and potentially, the world).”*

*“I select PRO(TECH)T because the product has the opportunity to drastically impact the lives of women and the culture pertaining to rape; the business is scalable and has opportunity to enter additional markets; it is an innovative product that addresses a growing epidemic while empowering women; and they have excellent presentation skills and understanding of their business model.”*

*“I as a judge support PRO(TECH)T as the nomination. This presentation and plan was impressive and this company will have a direct, positive impact on reducing rapes on college campuses.”*

*“PRO(TECH)T is my first choice because the opportunities for this model are endless. This product provides an immediate safety point for an individual, child or student. The company’s ability to give back on sexual assault education is amazing as well.”*

In summary, I realize this is a competitive process, and innovative entrepreneurs from all over the Country will be competing for this recognition. To that regard, it is with utmost confidence that I nominate PRO(TECH)T to compete in the National competition, and wholeheartedly believe in their ability to represent our region well and have great success in the future.

Thank you for your consideration.

Sincerely,

Sharon Oxendine

Western Women’s Business Center Director at The Support Center