Winning Company Name: mimijumi

Team Lead: Brendan Collins

Product Names: Very Hungry (8oz.) & Not So Hungry (4oz.) Baby Bottles

Company Website: [www.mimijumi.com](http://www.mimijumi.com)

Company Address: 803 S. College Road, Suite G

City: Wilmington

State: NC

Telephone number of winning individual: 910 617 6960

E-mail address of winning individual: [brendan@mimijumi.com](mailto:brendan@mimijumi.com)

Host Organization’s Official Legal Name: UNCW Research Foundation on behalf of the Center for Innovation and Entrepreneurship (CIE)

Street Address: 803 S College Road

City: Wilmington

State: NC

Designated POC: Laura Primavera

Designated POC Phone: 910-962-3611

Designated POC Email: [brogdonl@uncw.edu](mailto:brogdonl@uncw.edu)

A concise, two-sentence description of the product or service: A life changing opportunity born from a simple need: mimijumi baby bottles act exactly like the breast, requiring babies to suckle and avoiding nipple confusion. For the first time ever, a bottle gives moms the freedom to feed, live and excel exactly as they choose.

A total of six applicants participated in our InnovateHER competition on November 13, 2015.

The winner of the regional competition was mimijumi. This company was selected by a team of five judges because:

Judge One: mimijumi was selected due to its unique value proposition for moms who want to maintain breastfeeding for as long as possible, as well as for helping to engage the fathers, grandparents and others in the feeding experience without impacting the baby’s desire to continue breastfeeding when available.   This bottle has a unique ability to completely mimic the breastfeeding experience and allows fathers and grandparents to not only provide valuable support to the mother who is nursing but to also allow them to experience the beauty of feeding the baby during the early months of life.  The fact that the bottle doesn’t cause the baby to prefer bottle over breast ensures that the moms don’t have to feel reluctant or guilty in sharing the feeding experience with others.

Judge Two: They were the only group with a women-focused product and were well polished and confident presenting.  The presenter understood the importance of his product for mothers.  I think this product is ideal for reducing the stress of new motherhood - breast feeding is far easier than bottle feeding, but is not always practical.  With a mimijumi bottle, a new mother would not need to stress about switching to give herself a break, go to work, or give someone else the opportunity to feed the baby (such a wonderful experience!!)  One less stress, no matter how small, is incredibly important for reducing fear of new motherhood.

Judge Three: This company was selected even though a male pitched because the impact is on women and their children. The other candidates, while female entrepreneurs, had products that were not specifically aimed at women and families and/or did not seem to have as strong of a business plan.

Judge Four: mimijimi demonstrated product-market fit, clear understanding of the myriad problems facing mothers of very young children who want to breastfeed, and strong data to validate their design. Their pitch and business plan demonstrate a scalable, growth-oriented venture with potential as an impactful business.

The UNCW Center for Innovation and Entrepreneurship is proud to support and put forward mimijumi as our regional winner and hopes they will have the opportunity to represent the southeast region in Washington, DC.

Laura Primavera

Manager of Programs and Operations

UNCW Center for Innovation and Entrepreneurship