

Greetings InnovateHER Facilitators,

The Jackson Smith Group is in full support of advancing Infant Innovators to the SBA InnovateHER finals for their bunny bottle warmer/holder.

The Bunny Bottle Warmer/Holder is a unique and innovative way to afford parents a few minutes of hands-free time to drive, prepare food or complete other tasks that are often interrupted by a crying, hungry baby. The product has been fully tested for safety and exceeds current child safety standards.

In his business plan pitch, Dr. Ervin Asomani presented a thorough overview of the company’s plans to grow and expand. He included research about competing products as well as a complete competitive analysis, a full marketing plan, financial projections and a clear and logical production plan.

On two occasions Dr. Asomani has pitched the Bunny Bottle Warmer/Holder to the producers of the TV Show, Shark Tank but has been advised that they would need to increase product sales and finalize product packaging to advance to the next round on the show. I believe an SBA InnovateHER grant could greatly benefit them in achieving their goals of getting the product prepared for mass production to be sold in retail stores.

Parenthood looks very different than it did 50+ years ago. There are a lot more single parents and the concept of a “village” raising a child is not quite the same. Having products that make parenting a little easier and more convenient is important. As parents we find the Bunny Bottle Warmer/Holder an essential item for all parents of young babies.

Infant Innovators is a well-informed, resourceful and ambitious small business that has produced a product that will most definitely improve the lives of women and families!

Kind regards,

Ayanna Smith

The Jackson Smith Group, Co-founder

202-664-0900