A Statement of Support

InnovateHER Semi-Finalist, Covington, Kentucky

To whom it may concern:

It is my pleasure to write a letter in support of Bryson, as the winner of UpTech’s InnovateHER challenge.

On our live pitch competition our 9 selected companies were judged on the challenge criteria; we standardized the judging process and used a scoring sheet in which the three areas of the challenge were judged on and weighed in.

Semi-Finalist

Full Name: **Morgan Rigaud**

Company Name: **Bryson**

The panel of judges selected this innovative idea using the following criteria.

**Has a measurable impact on women’s lives (30%)**

Life can be extremely busy and hectic for any woman. Many women act as the beneficiaries to the estates of their loved ones. While grieving, they are also tasked with going through their estate and dividing it between family and friends. This can be a very stressful situation for women in this position. With Bryson, they are able to take that stress off their hands and make the process much smoother and less expensive

**Has the potential for commercialization (40%)**

Bryson has 12 clients to date. With the need in the marketplace for this type of tool Bryson stands out. Their software could help save women and families time and money, as well as preserving friendships and relationships with loved ones. The judges believed that Bryson had the best potential for commercialization out of all the pitches.

**Fills a marketplace need (30%)**

Through her market research Morgan was able to pin-point only 3-4 appraisers outside of New York. Bryson has lower rates compared to other appraisers.

Bryson undoubtedly proved their competitive advantage, amongst the companies that were able to pitch at the event; the impact of their product, their ability to scale and commercialized has been proven as well as their need in the market.

Best,

Abby Ober

Operations and Marketing Manager, UpTech.