

We at TechLAB Innovation Center and STLGip, serving as the host organizations, would like to extend our unanimous support to Blayz, Inc to compete in the InnovateHER national competition – 2016 Innovation for Women Business Challenge. Blayz, who was selected as the winner in our local Silicon Valley competition, best satisfied the challenge criteria and presented the greatest potential for success.

To better qualify all contestants in our local competition, we have collectively evaluated each contestant’s presentation material and project plan. Each contestant was requested to deliver a live pitch in front of our panel of judges and subject to questions and answers from the audience. At the end of the local contest and a lengthy deliberation, we arrived at the consensus to select Blayz. Below are highlights of some of the compelling reasons on why and how Blayz meets and/or exceeds the three challenge criteria:

1. **Has a measurable impact on the lives of women and families**

Blayz delivers significant value to parents, especially mothers, who struggle with limited time and resources to identify extracurricular activities to enrich their high school students’ lives. Traditional ways of generic search and word-of-mouth are simply inefficient. They are time consuming and frustrating for all involved. Blayz helps direct mothers’ time and resources on getting search results with the possibility for students to become proficient to gain self-help.

Blayz offers attainable access with affordability for low to middle income families to help their high school students with opportunities that would otherwise be out of their reach. They will not be disadvantaged compared to their wealthier peers just because they cannot afford to hire private counselors. Blayz could also provide assistance to overburdened school counselors with better tooling to support high school students for public good.

1. **Has the potential for commercialization**

Blayz is well positioned to disrupt the marketplace and creates a niche with viable service. There is no direct competitor. The company is well beyond the prototype stage to test the market. The team has aptitude and experience with web-based technology to create barrier of entry for potential competitors. If the team can execute according to plan, the company could become profitable within three years.

Blayz can monetize its service with two main sources of revenue streams: referral fees and premium subscription. The total addressable market is sizable with large number of prospective students and companies/universities. Rather than relying on ineffective advertising not able to reach their intended audience, Blayz can offer companies/universities better utilization of their advertising budget.

1. **Fills a need in the marketplace**

The high school extracurricular activities market is well underserved. There is currently no service dedicated to help high school students identify opportunities. Blayz bridges the critical gap between producers and consumers of the high school extracurricular activities. Positive feedback gathered from initial users has already confirmed that Blayz is filling the market needs. The growing user base on a monthly basis further demonstrates that Blayz is gaining customer traction.

In conclusion, we highly recommend Blayz, co-founded by two innovative women entrepreneurs, as a serious contender to earn the national championship.

Thank you for your consideration.