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**(i) The Name of the winning individual:** Colleen Meloff

**Company name:** CareFull Products

**Product name:** CareFull Catch

**Company Address, City, State, and Place of Incorporation:**

14624 Coral Berry Drive, Tampa, Florida 33626 Incorporated in Florida

**Product/Service website**: [www.carefullproducts.com](http://www.carefullproducts.com)

**Telephone number of winning individual:** (561) 315-9444

**E-mail address:** cmeloff@carefullproducts.com

**(ii) The host organization's official legal name, street address, city, state, designated POC, and his/her best contact number and e-mail address:**

The Women’s Business Centre, 305 S. Hyde Park Ave., Tampa, Florida 33606

Stacey Banks-Houston, 813-251-8437 ext. 235, [sbhouston@thecentre.org](mailto:sbhouston@thecentre.org)

**(iii) A concise, two-sentence description of the product or service:**

CareFull Products created, manufactures and now sells CareFull Catch, a disposable specimen cup holder that provides female patients with a comfortable, sanitary and effective means of providing a urine sample. CareFull Catch is the only product like it on the market and it is revolutionizing the traditional specimen collection process for females of all ages.

b.   **A Business Plan** from the winning individual: uploaded

c.   **A** **signed Statement of Support** prepared by the host organization that explains why the winner of the local competition best satisfied the Challenge criteria and presented the greatest potential for success (maximum length: 2 pages): Attached

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**Signed Statement of Support**

The Women’s Business at the Helen Gordon Davis Centre for Women proudly supports Colleen Melcoff and her product, CareFull Catch. Colleen has been a client of the WBC since April 2015. She has been diligent in working on her business and it has shown exponential growth. Her product is being sold in physician offices and medical supply distributors. She has also hired 4 manufacturing reps.

Colleen fulfilled the requirements of the local WBC InnovateHER challenge by completing three hours of business counseling, participating in three workshops/webinars and creating a 2 minute video about the business and how Microsoft is used in the business. CareFull Catch was the first prize winner in our local competition.

Colleen stated in her video that 84% of female patients ended up with urine on their hand while taking a sample. The CareFull Catch helps patients take a sample in a more comfortable and sanitary fashion. Colleen has shown that the product has potential for commercialization and fills a need in the marketplace with the response she has received since she has introduced the product. With additional funding and continued business support, we believe that CareFull Catch has the greatest potential for success.

The WBC is pleased to submit Colleen Meloff and her product, CareFull Catch as our winner for the InnovateHER Challenge.

Stacey Banks-Houston

Director

WBC Tampa, Florida