InnovateHer Challenge – Nomination of Local Winner – Connecticut

December 2, 2015

We are pleased to nominate:

Gloria Kolb

Elidah, LLC

810 Main Street, Ste C, Monroe, CT, 06468

Tel. 781-985-0563

[gloria@elidah.com](mailto:gloria@elidah.com)

[www.elidah.com](http://www.elidah.com)

as the winner of the local CT WBC InnovateHER Challenge.

Host organizations:

Women’s Business Center at the Entrepreneurial Center

University of Hartford

1265 Asylum Ave, Hartford, CT, 06105

POC Milena Erwin, Program Manager

Tel. 860-768-5667

[erwin@hartford.edu](mailto:erwin@hartford.edu)

[www.hartford.edu/wbc](http://www.hartford.edu/wbc)

Product description:

Elidah’s Etude is a non-surgical, wearable therapeutic device for the treatment of stress urinary incontinence. It provides an alternative to exercises, intra-vaginal and surgical solutions to the problem that affects 1 in 3 women in the US. The device is programmed through a mobile app, and usage data is optionally transmitted to a physician.

Thank you!