**2016 InnovateHer Challenge Local Host Nomination Submission**

1. Name of winning individual: Deja Castro

Company Name: RDC Systems, LLC Turbo Trash

Company Address: 30141 Antelope Rd D755, Menifee, CA 92584

Product Website: www.RDCsystems.com

Telephone: 951-679-1847

Email: [Deja@RDCsystems.com](mailto:Deja@RDCsystems.com)

1. Host name: The National Association of Women in Real Estate Businesses

Host Address: 2601 Main St. Irvine Suite 560, CA 92614

Designated POC: Desiree Patno, 949-559-9800, [desiree.patno@nawrb.com](mailto:desiree.patno@nawrb.com)

Lauren Iglehart, 949-559-9800, [lauren.iglehart@nawrb.com](mailto:lauren.iglehart@nawrb.com)

Shideh Balali, 949-559-9800, [shideh.balali@nawrb.com](mailto:shideh.balali@nawrb.com)

1. Description of product: RDC Systems is making the chore of changing trash go from minutes to just seconds. We have created a new system for consumer and commercial settings that will replace the trash bag with a new one instantly, when the used bag is removed.
2. Business Plan: See attachment
3. Signed Statement of Support:

At InnovateHER 2016, RDC Systems LLC., presented Turbo Trash, a product that could revolutionize the current practices and standards associated with trash removal and changing of trash bags. Taking the trash out is a laborious task that requires time, energy and patience and Turbo Trash is here to make this a less daunting task. The product is easy-to-use and requires very little effort and time, the key features that people look for when shopping for new products.

Turbo trash has simplified the unwelcome process of changing the liners in trash cans by attaching one trash bag to another; so when you remove a filled bag to throw away, a fresh one replaces it instantly. You also do not have to lift the bag out of the can, as it features a front-loading design. The Turbo Trash comes with a set of 30 bags, so you do not have to worry about running out of liners for quite some time. This was by far the most outstanding product idea submitted during the InnovateHER 2016 challenge and has a lot of potential for commercialization.

A survey conducted by RDC Systems, LLC., shows that 50 percent of participants are ready to pay more for special trash bags that can make their work easier and 65 percent are willing to instantly buy a quick change system like Turbo Trash. We think that that Turbo Trash can make a huge impact on the person who is constantly burdened with the task of taking out the trash.

The survey also shows that women, more than men, are responsible for handling the trash bags at home and a product like this will have a measurable impact on the lives of women and families in general. With Turbo Trash, you do not have to worry about leaky reused bags, handling dirty bags, and the overall difficulty of changing liners in trash cans. You will no longer need different bins for your recyclable materials or compost because the Turbo Trash can be set up to suit all your trash needs.

It is surprising that such an innovative idea does not already exist in the market. There is a definite need for products like Turbo Trash for households and commercial establishments and Ms. Castro has impressively sought out a solution to a chore that has been troubling families for years. With Turbo Trash you will no longer dread the words, “Honey, it’s your turn to take out the trash!”