December 3, 2015

Alicia Marseille

640 North 1st Avenue

Phoenix, AZ 85003

SBA OWBO

*InnovateHer Challenge*

Dear SBA OWBO:

We are submitting Erin Witmer owner of Primary Book Club LLC as our winner for the Arizona Women’s Education and Entrepreneur Center in Phoenix, Arizona InnovateHer Challenge winner.

We are submitting this company for the following reasons:

* Erin has a solid background in leadership, and over 10 years of experience in the NYSE at Goldman’s Sachs, and other companies alike as a hedge fund director. She also has tech certifications from MIT in computer science and programming, computation thinking and data science as these will help her in building the online platform for the company from both user and business owner perspectives. She has the skill set it takes to lead a company like this and bring it to the market successfully.
* She has built a solid brand and marketing campaign.
* Her company clearly meets and exceeds the criteria for this competition: has a measurable impact on the lives of women and families (30%); has the potential for commercialization (40%); and fills a need in the marketplace (30%).
* The company is helping parents of young children spend less time searching for great books and more time sharing them in a way that promotes development and bonding so that parents are empowered to raise confident, self-aware, socially responsible learners.
* Studies have shown that 2 out of every 3 students who cannot read proficiently by 4th grade will end up in jail or on welfare. While any child can certainly catch up, on average 4 out of 5 do not. We want to give every child a chance to succeed from the day they enter school. At Primary Book Club, we’re not solving the societal problems related to low levels of literacy, we’re working to prevent them.
* The target market is a large one and includes: parents and caregivers of children aged 0-5 as well as those who give gifts to children in this age group (grandparents, aunts, uncles and friends); a new mom in a two working professional household residing in an urban area; and the limited ‘friends and family’ launch included a much broader market.
* Current customers include moms and dads, stay-at-home and working parents, parents in urban, suburban and rural markets, new parents and those with several older children. They’ve also seen strong interest from customers looking for unique and practical baby, birthday and holiday gifts.
* They are also working on a partnership with Southwest Human Development (SWHD), Arizona’s largest non-profit dedicated to early childhood development, on a tangential market opportunity. SWHD would like to offer Primary Book Club subscriptions to donors. They are also working with them to co-brand the donor experience and hope to turn this into a platform they can market to other non-profit and school fundraising programs.
* No single outlet dominates the sale of children's books. According to Nielsen, the majority of children’s books are purchased through brick and mortar stores. The top 5 children's book retailers include: Barnes & Noble (23%), Amazon (20%), Book Clubs (8%), Wal-Mart (7%), Books-A-Million (3%). We don't consider ourselves a book retailer. Our mission is to be a resource for parents hoping to help foster their child's overall development (cognitive, physical, social and emotional) through activities such as reading.

We know that Erin has a strong business that solves a problem not only for women and families, but also for communities at large with early education and literacy rates. There is a demand, ability to scale and commercialize.

Sincerely,

Alicia Marseille, MBA