**COVER PAGE**

i)Winners: Lisa Rudquist and Rachel Knutson

Ladibugs, Inc (Natural, chemical-free, head lice product line)

Hopkins, MN

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

[info@ladibugsinc.com](mailto:info@ladibugsinc.com)

612.600.0426

ii) WomenVenture LLc

2021 E. Hennepin Avenue, STE 200

Minneapolis, MN 55413

(612) 224-9562

POC: Gertrude Matemba-Mutasa (WBC Director)

iii) Ladibugs, Inc is a manufacturer of natural, chemical-free head lice treatment and prevention products. They also have a lice treatment store-front.

iv) Twenty-seven candidates submitted their business plans. This number was then narrowed down to 5 companies. The winner was chosen based on a live presentation to a panel of judges.

**STATEMENT OF SUPPORT**

On behalf of the Women’s Business Center at WomenVenture, our regional SBA office, MN Cup at the University of Minnesota, NAWBO, and our local Microsoft champions, I am honored to submit Ladibugs as our regional winner.

Ladibugs won the competition for several reasons. First, their product is very innovative and has been proven to work. For years, families have been in search of lice prevention and treatment solutions that are both accessible and chemical free. The Ladibugs products fit the bill perfectly. Major retail stores, such as Target, now carry this line. Though this is a young company, revenues are expected to top $1M this year and are projected to double after the contract with Walmart is signed.

Secondly, this company has a lot of potential. As a Women’s Business Center client, they are enrolled in the ScaleUP program to coach them through this growth phase of their business. At WomenVenture, we are committed to providing continued technical assistance to Ladibugs, Inc, as they seek to gain more market share and grow both domestically and internationally.

Signed

Gertrude Matemba-Mutasa

WBC Director, Minneapolis, MN