December 4, 2015

To Whom It May Concern:

It is with great honor that we highly recommend Natoshia Davis, creator of Wiggin' It as a candidate for the SBA InnovateHER program. We selected Natoshia because she met the 3 goals of the challenge and we believe her innovative app service will positively impact the lives of millions of women in the U.S. and ultimately around the world.

Wiggin' Its innovative website service will positively impact women as it enables women to select alternative hair choices with the assistance of a professional stylist, while in the privacy of the own home.

Created by professional stylist and self-proclaimed wig lover, Natoshia Davis, she understands the impact of hair loss by women, including self - inflicted shame, embarrassment, and lack of confidence. Wiggin' It prides itself on empowering these women with the confidence to return to the workplace, enjoy family gatherings and social functions, and lack of fear about their appearance. A woman's hairstyle is an expression of woman's style and is a very personal choice, therefore, Wiggin' It’s unique service provides women the opportunity to select a new hair options in the privacy of their own home and with professional help.

With Natoshia's professional expertise and entrepreneurial skills, Wiggin It will enlist stylist from around the country to offer their services and support to women, especially those suffering from hair loss due to medical reasons.

The Wiggin It website service will be driven forward by Natoshia's unique approach to hair care for women and her passion for the industry in a market that is focused on capitalizing on women with hair loss, with no regard for the actual woman purchasing the wig. Based on their performance, initiative, and passion, we proudly recommend Wiggin It for our candidate.

Sincerely,

Trina Claggett

Trina Claggett

Community Development Specialist

Microsoft Store at Saint Louis Galleria