

Dear SBA InnovateHER Team,

We chose **PICCPerfect** as our company to submit. **PiccPerfect** is an LLC registered in Delaware. Their legal business name is HumLev Enterprises LLC. Address for the LLC is: 45 Catherine Street, Newport, RI 02840 but their day to day address at Babson College is: 31 Forest Street, Box 767 Babson Park, MA 02457. Emily Levy is the CEO and Co-Founder and can easily be reached at 401.932.8121 and at [emily@piccperfect.com](mailto:emily@piccperfect.com). The web address is: [www.piccperfect.com](http://www.piccperfect.com).

Three judges decided on **PICCPerfect** from our event on December 2, 2015. We had 13 submissions and allowed five to present. Our winning company, **PICCPerfect,** creates aftermarket medical accessories for patients going through long-term treatment. Their first product is the PICCPerfect PICC Line Cover that allows patients to safely and securely protect their PICC line (Peripherally Inserted Central Catheter) and do their treatment without having to expose their insertion site. Their covers are antimicrobial, moisture wicking, machine washable, and contain 4-way stretch. They are also very fashionable and are reinforced with medical grade elastic to prevent it from falling down. Their products are currently made in the US and recommended by PICC line nurses!

As for meeting the InnovateHER Challenge criteria:

1. **Fills a need in the marketplace (30%)**

Six million people annually are treated with PICC lines for infections and diseases such as cancer, TPN, Cystic Fibrosis, Lyme disease, hyperemesis, POTS, and more and this is expected to grow to a 19 billion dollar market by 2016 ((Lehr, Peggy. "Global Market for Catheters." *BCC*. BCC Research, Mar. 14. Web. 6 Oct. 2015) Additionally, they have to be protected at all times because the line is connected to your heart and hangs out of your arm anywhere from 3 inches to over a foot when the extension tubing is connected. Doctors and nurses recommend their patients to wear a cut sock or stockinette, which is stretchy and itchy medical looking gauze. Out of her own need and working with other PICC line patients and nursing PICC teams, her team has created their first product, the PICCPerfect PICC Line Cover. While there are other covers on the market, they are either stylish or functional, but not both. They have set out to fill that gap in the market and their mission is to add confidence to the lives of chronic illness patients. Thus far, 90% of their direct sales have been to women who are looking for a stylish and functional way to cover up their PICC lines.

1. **Have the potential for commercialization (40%)**

They have been selling since August and they have over $5,000 in sales with 5 wholesale locations and over 300 covers sold and donated to women owned charities to date. The PICCPerfect PICC Line Cover is just their first product. They will be creating a line of stylish and functional after-market medical accessories so that chronic illness patients can feel confident about their treatment inside and out. They are currently developing children’s sizes and a shower sleeve for patients. In their 12-month plan, they want to create cancer headwear for women, medical backpacks and purses, cane and IV poll covers, and more. Thus, moving to a target market that encompasses more chronic illnesses and the covering and protection of their medical devices.

1. **Have a measurable impact on the lives of women and families (30%)**

Their company is 52% owned by Emily, a 22-year-old woman. All of their interns (7 to date) have been young women and their one employee is also a woman. Additionally, they have the Sponsor A Patient in Need Program where people who do not have PICC lines can buy one of their covers and they will donate it to a woman going through medical treatment and a tough financial situation. Most importantly, they are in the process of switching their manufacturing to the Dominican Republic, where their one employee, Maria del Mar is from in order to provide jobs to women in this developing country.

The three judges also wanted to highlight why we chose them:

* A great product idea with a market
* We saw excellent presentation skills and a great passion through personal experience
* They have a working prototype
* They have sales volume
* They have subject matter expertise
* They have a local manufacturing channel and expansion plans to help women with jobs in the future. This also eliminates bottlenecks if off-shored.
* An excellent opportunity and future plan for product expansion
* Future product line is a blend of functionality and fashion which is needed
* Product is atheistically pleasing to the eye
* Materials such as video, slides, presentation and enthusiasm are all polished
* They plan on focusing on this full time upon graduation and not seeking other careers
* They have won several other business plan competitions.

Thank you to the SBA InnovateHER committee for your time and consideration of our submission.

Kindest Regards,

Lisa Christine Summerville

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Chair, 28 Carrots

Managing Director, Bateau Media

617.803.0447

143 Old Point Road

Newburyport, MA 01950

[lisa@bateaumedia.com](mailto:lisa@bateaumedia.com)

[www.28carrots.com](http://www.28carrots.com)

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